

THE WORLD'S FINEST

SHEAFFER'S

FOR THE SOLDIER • THE SAILOR • THE

MARINE • THE AVIATOR • THE BRIDE • THE

GRADUATE AND ALL GIFT OCCASIONS

SHEAFFER'S

THE FACTS ARE THESE:

Not since 1929 have so many people been employed at such high wages.

Not since the early twenties has farm income been so high—many rural families this year have had money over and above the necessities of life and have begun to buy the things they've always wanted.

Not since the last war have there been so many men in uniform—so many men away from home whom the home folks want to remember appropriately.

Never in the history of our company has the sales curve risen so high. Never has the demand for Sheaffer products been so great—not even in 1929.

Never has our advertising been more effective; our coverage of the nation so complete.

Never have we built a **better** product.

Never have Sheaffer dealers encountered a livelier sales pace during the early months of the year as this year.

Every sign points to the greatest Sheaffer business of all time for fountain pen retailers this Christmas.

BUT BE WARNED:

It is not our intention to encourage unnecessarily large stocks of merchandise. However, we believe the trade ought to know that although we are working at capacity, we have not been able to build the substantial backlog of merchandise necessary to carry our Christmas business. Quality is not going to be sacrificed in one small detail. For this reason we recommend that you resolve all doubts on the amount of merchandise you buy in favor of a heavy stock rather than a light stock.

WE SUGGEST:

Take this catalog and check the items on which your stock is low or which you do not have in stock. Make a list and order them now!

Specify a future date on a portion of your order if you wish but make

your commitment for merchandise now!

Remember—it will pay you this year more than ever to have complete stocks, to display well, and to aggressively advise your customers it is cheapest in the long run to buy the finest!

It will be our aim to see that every Sheaffer dealer's requirements is taken care of in the best manner possible and to render the quickest and most efficient service, but each dealer must remember that the Sheaffer factory contains a great deal of precision machinery and many skilled workmen. Sheaffer will unquestionably receive orders for defense production before very long.

YOUR REFERENCE GUIDE

You can buy Sheaffer merchandise with confidence that the designs are stable and that what you buy will not be obsolete overnight. Every piece you buy is protected by Sheaffer's dealer policies of 29 years standing. You will find this book a ready reference guide of the finest gift line in America, so organized that each page gives you a listing of merchandise of the same gift category.

Note particularly the very adequate Military line—shown for the first time in a Sheaffer catalog because this line has been designed especially within the last year for men in the Services and is the most up-to-date, finest of its kind. Note also the fine presentation sets and the very complete line of desk sets, each illustrated in natural colors.

W. A. SHEAFFER PEN COMPANY

FORT MADISON, IOWA, U. S. A.

NEW YORK

CHICAGO

SAN FRANCISCO

Unless it's **SHEAFFER'S** it isn't a

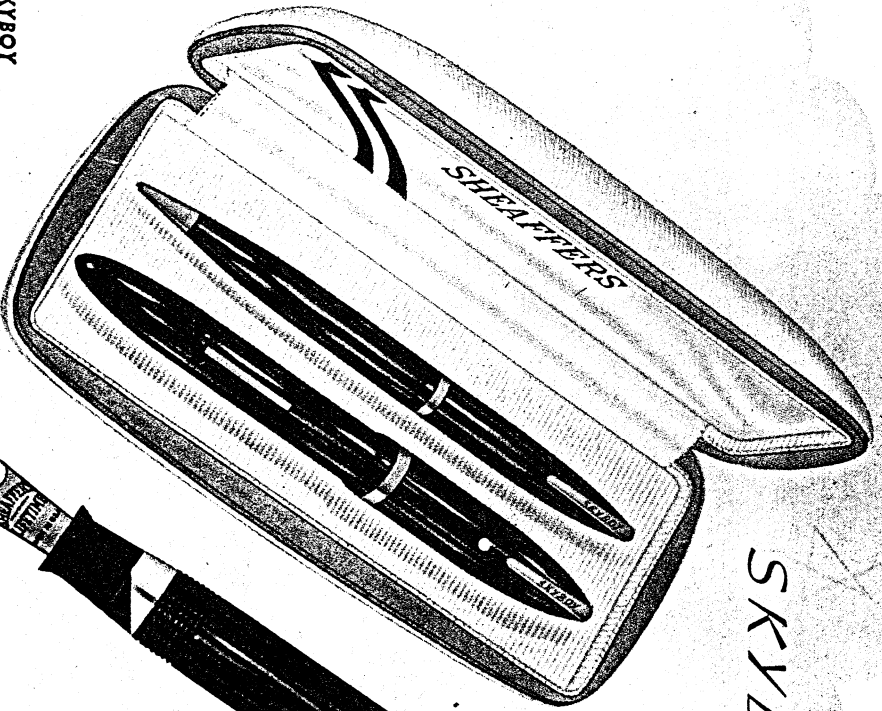
Lifetime * - Know the Pen by the White Dot

REG. U. S. PAT. OFF.

*Other companies can guarantee their pens for life—some do—but only Sheaffer pens can carry the "trade mark" "Lifetime."

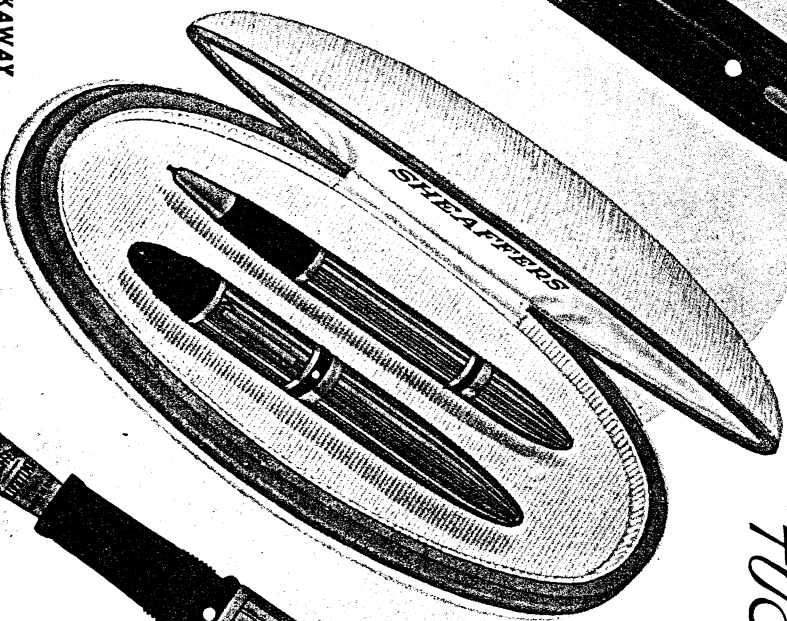
Note: This catalog is dated August 1, 1941. For obvious reasons all prices and specifications herein are subject to change without notice.

STARS OF PENDOM—UNUSUAL GIFTS



SKYBOY

SKYBOY
PEN, \$10.00



TUCKAWAY

TUCKAWAY
PEN, \$12.00

SKYBOY
Lifetime Feathertouch
ENSEMBLE, \$14.00

DESIGNED FOR THE HARDEST OF PEN ORDEALS

SKYBOY'S perfected, FLO-RITE fluid control compensates for altitude and temperature changes. It writes in the air—writes anywhere! It is the ideal pen for all who travel, whether by plane, rail or automobile, for regardless of where you are, it is sure to function just the same as when at home. It has been designed especially for men in the U. S. Services—with sleek lines and "over-the-top" clips, permitting it to go in a uniform pocket without bulge or clip protruding when pocket flap is buttoned. Every SKYBOY has the name "SKYBOY" engraved on the clip. For aviation use, be sure to demand the SKYBOY.

SKYBOY

Lifetime Feathertouch

Color	Black	Golden Brown	Cornaline
Visited—(Lever Style)			
List \$14.00			
Ensemble Code	BUHKL	BUHOR	BUHHT
List 10.00			
Pen Code	BUHIX	BUHILZ	BUHPN
List \$4.00			
Pencil Code	BUHJY	BUHMA	BUHSB

TUCKAWAY
Lifetime Feathertouch
ENSEMBLE, \$16.75

NEW! FOR THE ONE WHO HAS EVERYTHING

The TUCKAWAY has been developed especially with one thought in mind—to make a clipless pen that can be carried safely in any position. Diminutive when closed, full-sized when opened, TUCKAWAY slips as handy as a lipstick into a lady's purse. Men like it to slip into their side pocket or trousers pocket for summer or formal wear. The pencil has a specially-designed round tip so that when the lead is repelled, it will not punch through the pocket. It uses the new FINELINE leads, has an oversize propelling eraser. TUCKAWAY makes a most appropriate gift, particularly for those who "have everything" because it meets such a definite need which people have not been able to satisfy hitherto.

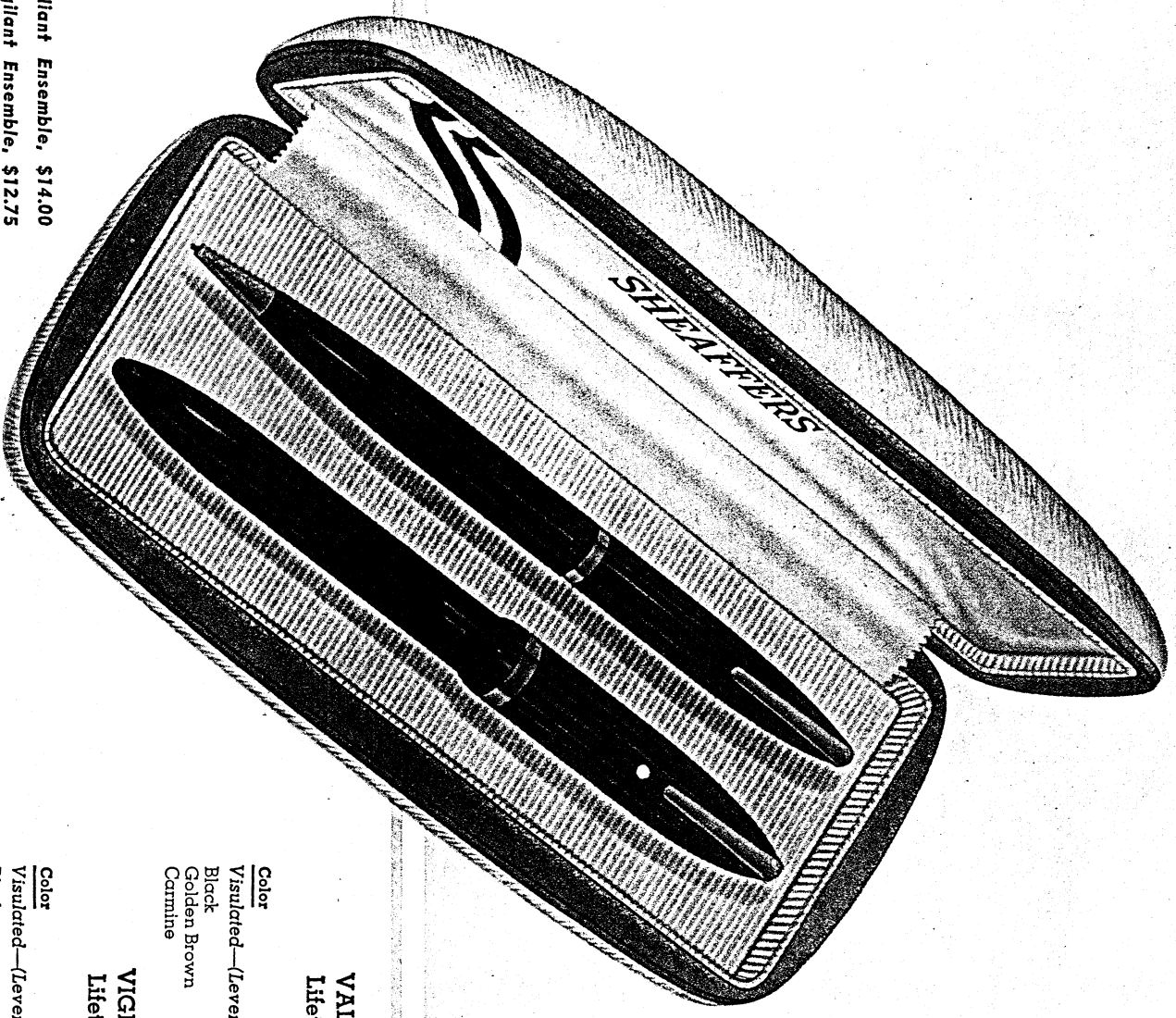
TUCKAWAY—Lifetime Feathertouch

1/10 14K GOLD FILLED Barrels and Caps

List \$16.75			
Ensemble Code	HISAC	ABACT	HISBE
List \$12.00			
Pen Code	AWARS	AWEDT	HISBE
List \$5.00			
Pencil Code			
(Lever Style)			
(One-Stroke Vacuum)			
14K TUCKAWAY MASTERPIECE—Lifetime Feathertouch			
Genuine 14K Gold Barrel and Cap			
Pen Code	SOKUR		
List \$40.00			

ESPECIALLY DESIGNED FOR THE ARMY

"OVER-THE-TOP" CLIP! MEET ALL MILITARY



So very few gifts are really acceptable to the man in the U. S. Services. A Sheffer Ensemble instantly becomes a treasured possession because of its daily usefulness. The Sheffer military pen is right from every standpoint because of its special design. The barrel length is right for the uniform pocket—the "over-the-top" clip permits the pocket flap to be buttoned over—the clip length is right so that when flap is buttoned, no metal protrudes beneath it—and, very important, the streamlined BALANCE shape permits all this with no unsightly bulge. Recommend, for gifts to men in the Services, not a civilian pen built for civilian needs, but these sleek beauties especially designed for the men in uniform.

VALIANT ENSEMBLE Lifetime Feathertouch

List \$14.00

Color	Code	Color	Code
Visulated—(Lever Style)		One-Stroke Vacuum	
Black	ATBME	Black	ATBNI
Golden Brown	ATBSH	Golden Brown	ATBRY
Carmine	ATCUF	Carmine	ATCYN

DEFENDER ENSEMBLE Streamlined Feathertouch

List \$9.00

Color	Code	Color	Code
Visulated—(Lever Style)		One-Stroke Vacuum	
Black	ATDRF	Black	ATDRN
Golden Brown	ATDRH	Golden Brown	ATDRY
Carmine	ATDRU	Carmine	ATDRV

VIGILANT ENSEMBLE Lifetime Feathertouch

List \$12.75

Color	Code	Color	Code
Visulated—(Lever Style)		One-Stroke Vacuum	
Black	ATDRA	Black	ATDUG
Golden Brown	ATDRA	Golden Brown	ATDEB
Carmine	ATEJR	Carmine	ATEKT

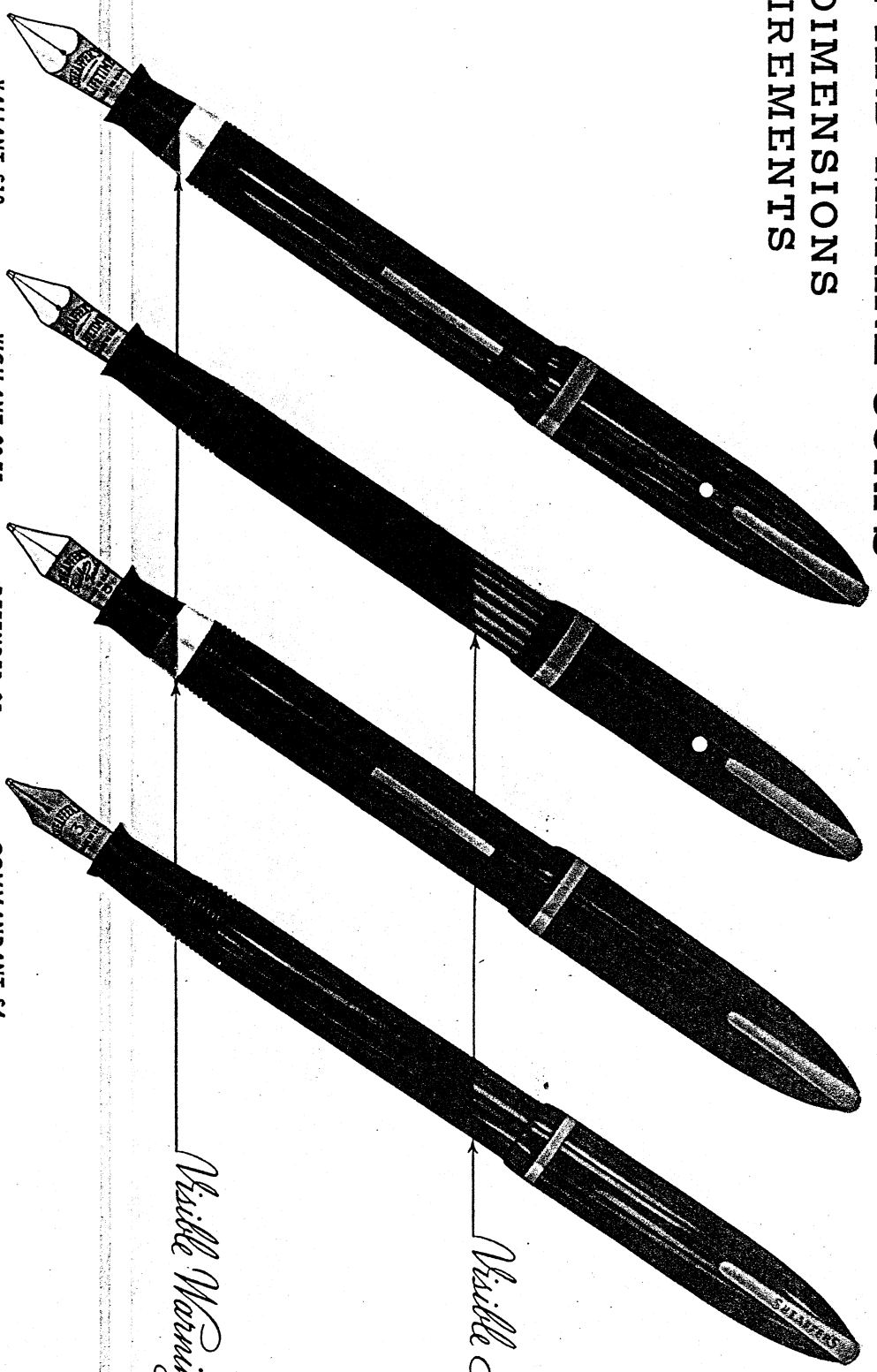
COMMANDANT ENSEMBLE Streamlined Balance

List \$6.00

Color	Code	Color	Code
Visulated—(Lever Style)		One-Stroke Vacuum	
Black	ASDDI	Black	ASDER
Golden Brown	ASDKY	Golden Brown	ASDOT
Carmine	ASEDR	Carmine	ASEFT

Valiant Ensemble, \$14.00
Vigilant Ensemble, \$12.75

NAVY AND MARINE CORPS— AND DIMENSIONS REQUIREMENTS



Naville Ship Supply

Naville Warning to Refill

VALIANT \$10

VIGILANT \$8.75

DEFENDER \$5

COMMANDANT \$4

VALIANT

Lifetime Feathertouch

Color	List \$10.00	List \$4.00
	Pen Code	Pencil Code

Isolated—(Lever Style)

Black	ATBAR	ATBIA
Golden Brown	ATBOG	ATBRF
Carmine	ATCAT	ATCOL

One-Stroke Vacuum

Black	ATBK	ATBIA
Golden Brown	ATBU	ATBRF
Carmine	ATCD	ATCOL

VIGILANT

Lifetime Feathertouch

Color	List \$8.75	List \$4.00
	Pen Code	Pencil Code

Isolated—(Lever Style)

Black	ATDAB	ATDD
Golden Brown	ATDWE	ATDZU
Carmine	ATEDC	ATEHL

One-Stroke Vacuum

Black	ATDEC	ATDD
Golden Brown	ATDYT	ATDZU
Carmine	ATEFI	ATEHL

DEFENDER

Feathertouch

Color	List \$5.00	List \$4.00
	Pen Code	Pencil Code

Isolated—(Lever Style)

Black	ATELN	ATENS
Golden Brown	ATEVR	ATEFZ
Carmine	ATFKO	ATFME

One-Stroke Vacuum

Black	ATEMT	ATENS
Golden Brown	ATFAV	ATEFZ
Carmine	ATFLA	ATFME

COMMANDANT

Streamlined Balance

Color	List \$4.00	List \$3.00
	Pen Code	Pencil Code

Isolated—(Lever Style)

Black	ASDAL	ASDCE
Golden Brown	ASDFO	ASDIP
Carmine	ASDUZ	ASEBL

One-Stroke Vacuum

Black	ASDBA	ASDCE
Golden Brown	ASDHU	ASDIP
Carmine	ASDYN	ASEBL

All Sheaffer pens are one-stroke fillers, whether lever or vacuum style. One stroke of lever or plunger forcibly empties, CLEANS and fills the pen, keeping it in prime condition. While Dot LIFETIME pens are guaranteed for the owner's life against everything except loss, theft or willful damage, subject only to a 35c service charge (to cover postage, insurance and handling) when returned complete for servicing. Feathertouch pens have two-way points with platinum in the tiny pen-point slit to speed fluid flow. All have patented Flo-Rite fluid control. All have vacuum one-piece inner caps which screw firmly on, a development which years ago banished the slip cap and made Sheaffer's the instant-starting pen.

FOR MEN WHITE DOT

Feathertouch * GIFT

There is no other gift that is the finest of its kind which is obtainable for so low a price as a White Dot Sheaffer LIFETIME FEATHERTOUCH pen or ensemble. While the finest in other gifts may be too expensive the finest in a fountain pen will fit practically all budgets, and the finest pen—a Sheaffer Lifetime—is the cheapest pen to own in the long run, because it is guaranteed to serve as long as the owner lives. It is guaranteed unconditionally against everything except loss, theft or willful damage, subject only to a 35c handling charge when serviced, if all parts are returned. Because of the wonderful service people have received from their LIFETIME pens, they are proud of the White Dot, symbol of finest quality. All LIFETIMES are one-stroke fillers whether lever or vacuum style—one stroke empties, fills and cleans the pen, keeping it in prime condition. The FEATHERTOUCH joins with platinum in the tiny fluid slit makes two-way writing perfect. Combined with the FLO-RITE feed, perfect fluid control is assured. The cap contains an inner cap of one-piece construction. Screwed on firmly the cap effectively seals out all air, making Sheaffer's the instant-starting pen. On this page, gift ensembles in de luxe packaging, the pen matched with a Sheaffer FINELINE pencil; on the page opposite, pens and pencils are listed separately.



PREMIER ENSEMBLE
Lifetime Feathertouch

- | | |
|--------------------------|--------------|
| Color | List \$15.00 |
| Visulanted—(Lever Style) | |
| Black | |
| Golden Brown | |
| Gray Pegri | |
| Marine Green | |
| Carmine | |
| One-Stroke Vacuum | |
| Black | |
| Golden Brown | |
| Gray Pegri | |
| Marine Green | |
| Carmine | |

HERITAGE ENSEMBLE
Autograph Lifetime

- (Size same as Premier but with all trim 14K Gold. Wide 14K band for signature engraving.)
- | | |
|--------------------------|--------------|
| Color | List \$35.00 |
| Visulanted—(Lever Style) | |
| Black | |
| One-Stroke Vacuum | |
| Black | |

STATSMAN ENSEMBLE
Lifetime Feathertouch

- | | |
|--------------------------|--------------|
| Color | List \$14.00 |
| Visulanted—(Lever Style) | |
| Black | |
| Golden Brown | |
| Gray Pegri | |
| Marine Green | |
| Carmine | |
| One-Stroke Vacuum | |
| Black | |
| Golden Brown | |
| Gray Pegri | |
| Marine Green | |
| Carmine | |

EXCELLENCE ENSEMBLE
Autograph Lifetime

- (Size same as Stateman but with all trim 14K Gold. Wide 14K band for signature engraving.)
- | | |
|--------------------------|--------------|
| Color | List \$35.00 |
| Visulanted—(Lever Style) | |
| Black | |
| One-Stroke Vacuum | |
| Black | |

ADMIRAL ENSEMBLE
Streamlined Feathertouch

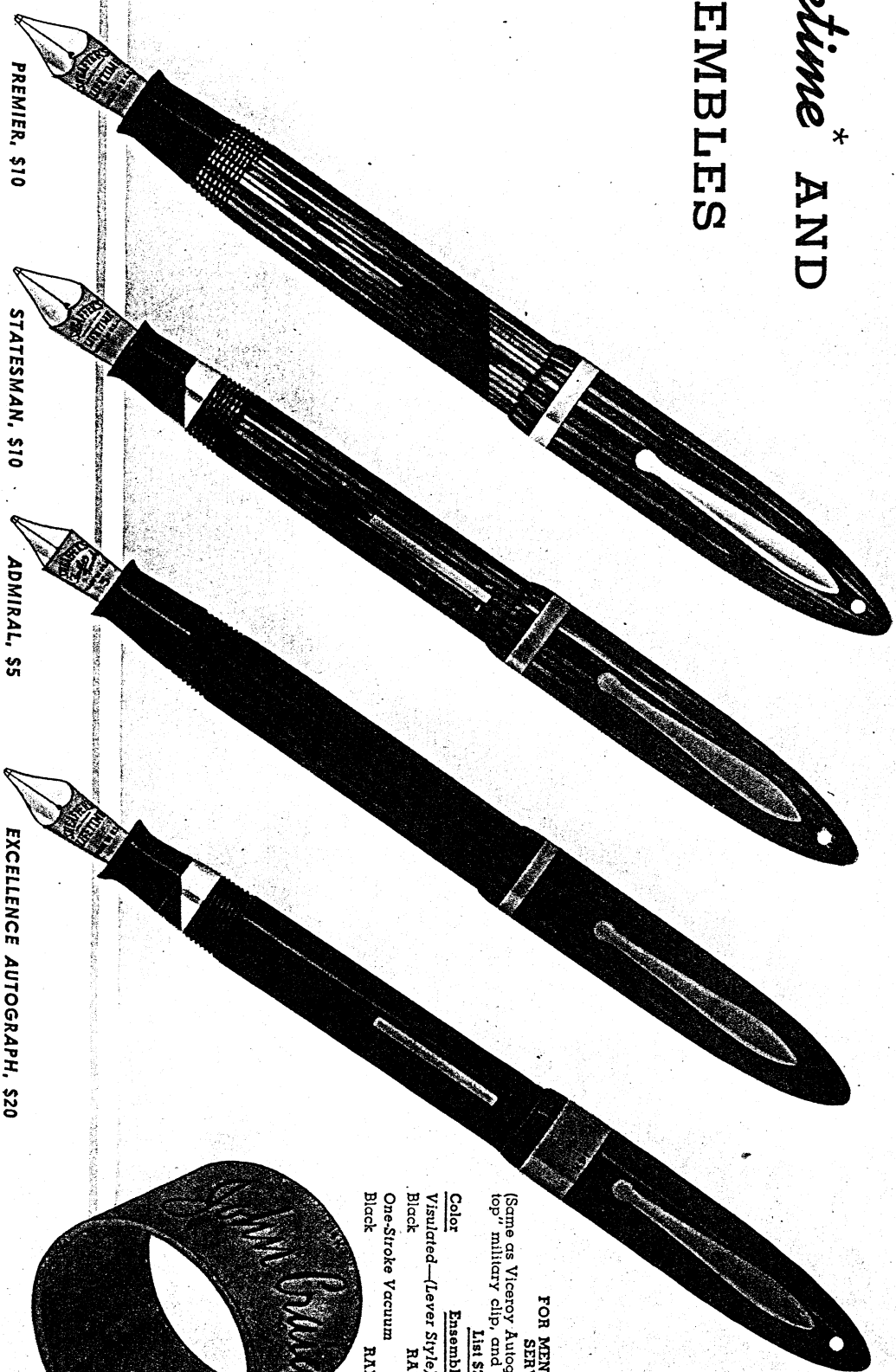
- | | |
|--------------------------|-------------|
| Color | List \$9.00 |
| Visulanted—(Lever Style) | |
| Black | |
| Golden Brown | |
| Gray Pegri | |
| Marine Green | |
| Carmine | |
| One-Stroke Vacuum | |
| Black | |
| Golden Brown | |
| Gray Pegri | |
| Marine Green | |
| Carmine | |

VICEROY ENSEMBLE
Autograph Lifetime

- (Size same as Stateman but with wide 14K band for signature engraving. Other trim gold filled.)
- | | |
|--------------------------|--------------|
| Color | List \$25.00 |
| Visulanted—(Lever Style) | |
| Black | |
| One-Stroke Vacuum | |
| Black | |

PREMIER
Lifetime Feathertouch
ENSEMBLE, \$15.00

Lifetime* AND ENSEMBLES

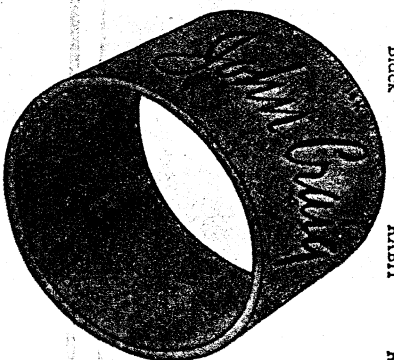


PREMIER, \$10

STATESMAN, \$10

ADMIRAL, \$5

EXCELLENCE AUTOGRAPH, \$20



EXCELLENCE AUTOGRAPH
LIFETIME
(Same size as Statesman except all trim is 14K Gold with wide 14K band for signature engraving.)
List \$20.00 List \$15.00

Color	Pen Code	Pencil Code
Visulsted—(Lever Style)	BALBO	BALTO
Black	BALBO	BALTO
One-Stroke Vacuum	CADDB	BALTC
VICEROY AUTOGRAPH LIFETIME (Same size as Statesman but with wide 14K band for signature engraving. Other trim, gold filled.) List \$16.50 List \$8.50	Color	Pen Code Pencil Code
Visulsted—(Lever Style)	BABAB	BABUB
Black	BABAB	BABUB
One-Stroke Vacuum	BUDCA	BABUB

FOR MEN IN THE U. S. SERVICES
SERVICE AUTOGRAPH
(Same as ViceroY Autograph except with gold-filled "over-the-top" military clip, and special military length.)
List \$25.00 List \$16.50 List \$8.50

Color	Ensemble Code	Pen Code	Pencil Code
Visulsted—(Lever Style)	RABEX	RABCA	RABDY
Black	RABEX	RABCA	RABDY
One-Stroke Vacuum	RABIT	RABFI	RABDY
Black	RABIT	RABFI	RABDY

PREMIER
Lifetime Feathertouch
List \$10.00 List \$5.00

STATESMAN
Lifetime Feathertouch
List \$10.00 List \$4.00

ADMIRAL
Feathertouch
List \$5.00 List \$4.00

HERITAGE AUTOGRAPH
LIFETIME
(Same size as Premier except all trim is 14K Gold with wide 14K band for signature engraving.)
List \$20.00 List \$15.00

Color	Pen Code	Pencil Code	Color	Pen Code	Pencil Code	Color	Pen Code	Pencil Code	Color	Pen Code	Pencil Code
Visulsted—(Lever Style)	BALAP	BALAK	Visulsted—(Lever Style)	BALDO	BALCO	Visulsted—(Lever Style)	FIBAC	BALCO	Visulsted—(Lever Style)	BALFA	BALNE
Black	BALAP	BALAK	Black	BALDO	BALCO	Black	KACER	BALCO	Black	BALFA	BALNE
Golden Brown	KABAV	KADIS	Golden Brown	KABES	KADUB	Golden Brown	KAKR	KADUB	Golden Brown	BALFA	BALNE
Grey Pearl	REZAV	HITKE	Grey Pearl	REVCU	RISIA	Grey Pearl	REKMI	RISIA	Grey Pearl	BALFA	BALNE
Marine Green	EBAZD	EFADC	Marine Green	EHWG	EFECC	Marine Green	ECUMS	EFECC	Marine Green	BALFA	BALNE
Carminne	ABCAD	ABEIV	Carminne	ABCIG	ABEMC	Carminne	ABDIL	ABEMC	Carminne	CADAB	BALNE
One-Stroke Vacuum	WABUB	BALAK	One-Stroke Vacuum	WADAB	BALCO	One-Stroke Vacuum	WABAB	BALCO	One-Stroke Vacuum	CADAB	BALNE
Black	KABLA	KADIS	Black	KABRI	KADUB	Black	WACUR	KADUB	Black	BALFA	BALNE
Golden Brown	REBET	HITKE	Golden Brown	REBGE	RISIA	Golden Brown	WACUR	KADUB	Golden Brown	BALFA	BALNE
Grey Pearl	EBEYF	EFADC	Grey Pearl	REBOVH	EFECC	Grey Pearl	REBGE	RISIA	Grey Pearl	BALFA	BALNE
Marine Green	ABCER	ABEIV	Marine Green	ABCOH	ABEMC	Marine Green	EDALD	EFECC	Marine Green	BALFA	BALNE
Carminne			Carminne			Carminne	ABDOM	ABEMC	Carminne	CADAB	BALNE

YOUR NAME—EXACTLY AS YOU SIGN IT

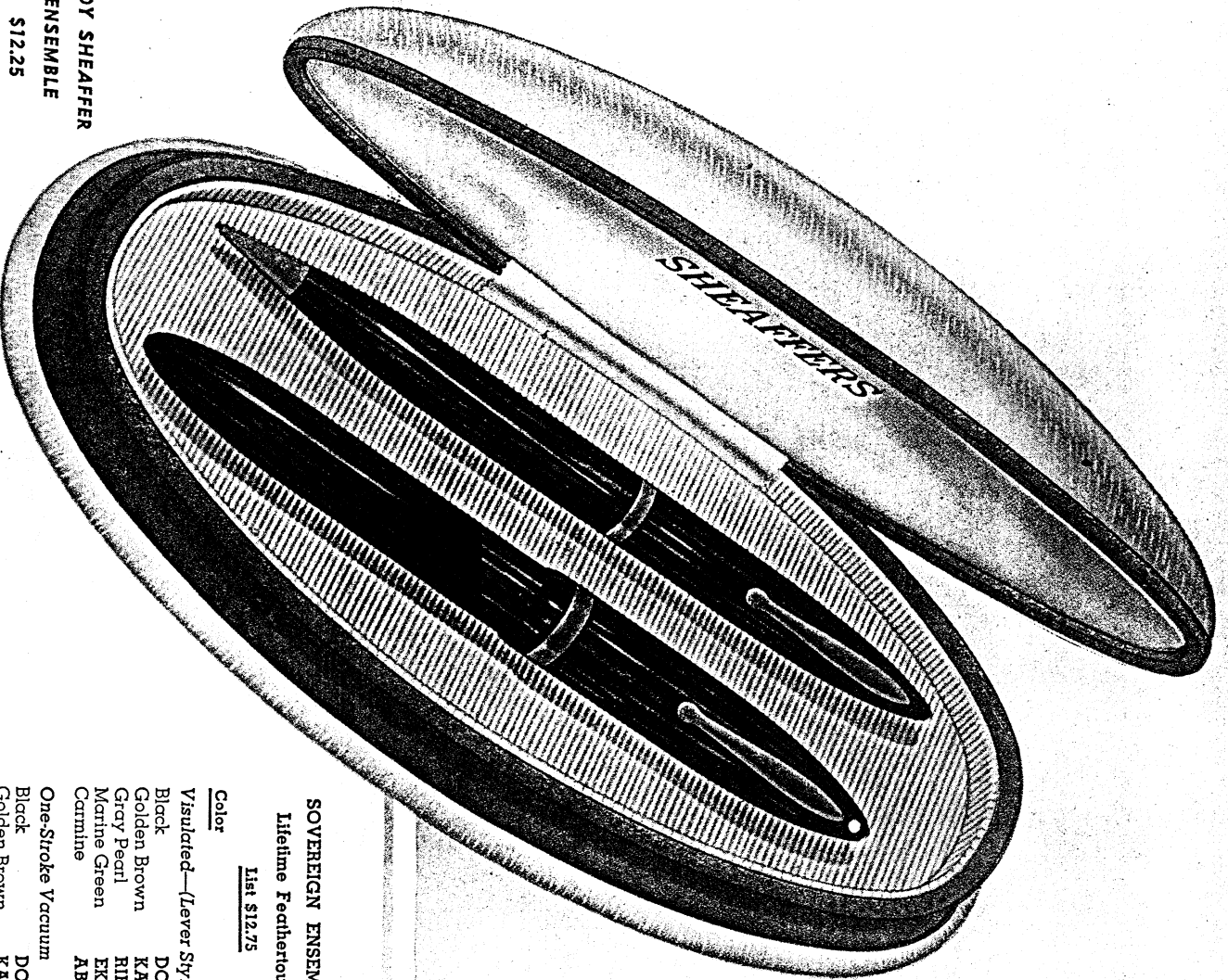
Autograph ensembles are fine pieces of jewelry packed in rich, genuine leather cases. They make the perfect gift for weddings, promotions, anniversaries, birthdays, "gifts to the boss." Expert craftsmen place the recipient's signature in facsimile on the wide 14K gold bands. This engraving is included in the list price. Thus, these fine writing instruments become intimately personalized, and to the thrill of giving the finest is added the thrill of giving the signature which sets this gift apart from all others.

*Trade Mark Registered U. S. Patent Office

FOR WOMEN - - WHITE DOT

*Feathertouch** GIFT

The finest pen the world affords is not a costly gift, yet it never fails to thrill both giver and recipient when, matched with a perfectly proportioned FINE-LINE pencil, it is opened to view in the stunning white-and-gold presentation case pictured at left. Ensembles costing no more than an orchid can keep alive the memory of the day throughout the user's whole life—by serving faithfully day by day, year by year. Below are listed prime favorites of women, but the SOVEREIGN is equally preferred by many men.



SOVEREIGN ENSEMBLE

Lifetime Feathertouch

List \$12.75

Color	Code
Visulstated—(Lever Style)	DOCAN
Black	KALOV
Golden Brown	RIBDE
Gray Pearl	EKOTB
Marine Green	ABAYU
Carmine	
One-Stroke Vacuum	
Black	DODAB
Golden Brown	KALEB
Gray Pearl	RUBIM
Marine Green	EKUDF
Carmine	ABAKY

MILDY ENSEMBLE

Streamlined Feathertouch

List \$8.50

Color	Code
Visulstated—(Lever Style)	LADPE
Black	
Black—(Chrome Trim)	EBADI
Golden Brown	KALIN
Gray Pearl	RUMWZ
Marine Green	ELIWK
Carmine	ABASL
One-Stroke Vacuum	
Black	LADUI
Golden Brown	KALCO
Gray Pearl	RUNUB
Marine Green	ELOVI
Carmine	ABATB

LADY SHEAFFER ENSEMBLE

Lifetime Feathertouch

List \$12.25

Color	Code
Visulstated—(Lever Style)	LADCA
Black	
Black—(Chrome Trim)	EBAGU
Golden Brown	KALIC
Gray Pearl	RUCON
Marine Green	ELACG
Carmine	ABAIR
One-Stroke Vacuum	
Black	LADAG
Golden Brown	KALUD
Gray Pearl	RUDUP
Marine Green	ELEBH
Carmine	ABAMN

LADY AUTOGRAPH ENSEMBLE

Lifetime Feathertouch

List \$30.00

Color	Code
Visulstated—(Lever Style)	KAFUZ
Black	
One-Stroke Vacuum	
Black	TAMVY

LADY SHEAFFER

ENSEMBLE

\$12.25

Lifetime* AND

ENSEMBLES



SOVEREIGN \$8.75

MILADY \$5

LADY SHEAFFER \$8.75

LADY AUTOGRAPH \$18

SOVEREIGN

Lifetime Feathertouch

Color	Pen Code	Pencil Code
Black	DOBAC	BALCO
Golden Brown	KABII	KADUB
Gray Pearl	HEPKA	RISIA
Marine Green	EBUTI	EFEFC
Carmine	ABCUI	ABEMC

Black Golden Brown Gray Pearl Marine Green Carmine
 One-Stroke Vacuum
 DOBOG KABOM
 Golden Brown Gray Pearl Marine Green Carmine
 KABOM KADUB
 Golden Brown Gray Pearl Marine Green Carmine
 KADUB RISIA
 Golden Brown Gray Pearl Marine Green Carmine
 RISIA EFECF
 Golden Brown Gray Pearl Marine Green Carmine
 EFECF ABEMC

MILADY

Feathertouch

Color	Pen Code	Pencil Code
Black	LADGU	LADMU
Black—(Chrome Trim)	EBACE	EBAHY
Golden Brown	KAGIT	KAFAR
Gray Pearl	REFSA	RIPNU
Marine Green	EGIDM	EFOZH
Carmine	ARDUN	ABEND

Black Golden Brown Gray Pearl Marine Green Carmine
 One-Stroke Vacuum
 LADIE KACOC
 Golden Brown Gray Pearl Marine Green Carmine
 KACOC KADUB
 Golden Brown Gray Pearl Marine Green Carmine
 KADUB RISIA
 Golden Brown Gray Pearl Marine Green Carmine
 RISIA EFECF
 Golden Brown Gray Pearl Marine Green Carmine
 EFECF ABEMC

LADY SHEAFFER

Lifetime Feathertouch

Color	Pen Code	Pencil Code
Black	LADAB	LADMU
Black—(Chrome Trim)	EBAFQ	EBAHY
Golden Brown	KABKO	KAFAR
Gray Pearl	REMPU	RIPNU
Marine Green	ECASK	EFOZH
Carmine	ABDAB	ABEND

Black Golden Brown Gray Pearl Marine Green Carmine
 One-Stroke Vacuum
 LADIE KACOC
 Golden Brown Gray Pearl Marine Green Carmine
 KACOC KADUB
 Golden Brown Gray Pearl Marine Green Carmine
 KADUB RISIA
 Golden Brown Gray Pearl Marine Green Carmine
 RISIA EFECF
 Golden Brown Gray Pearl Marine Green Carmine
 EFECF ABEMC

LADY AUTOGRAPH

Lifetime Feathertouch

Color	Pen Code	Pencil Code
Black	KATYX	BAPLI
Black	KATYX	BAPLI
Black	KATYX	BAPLI

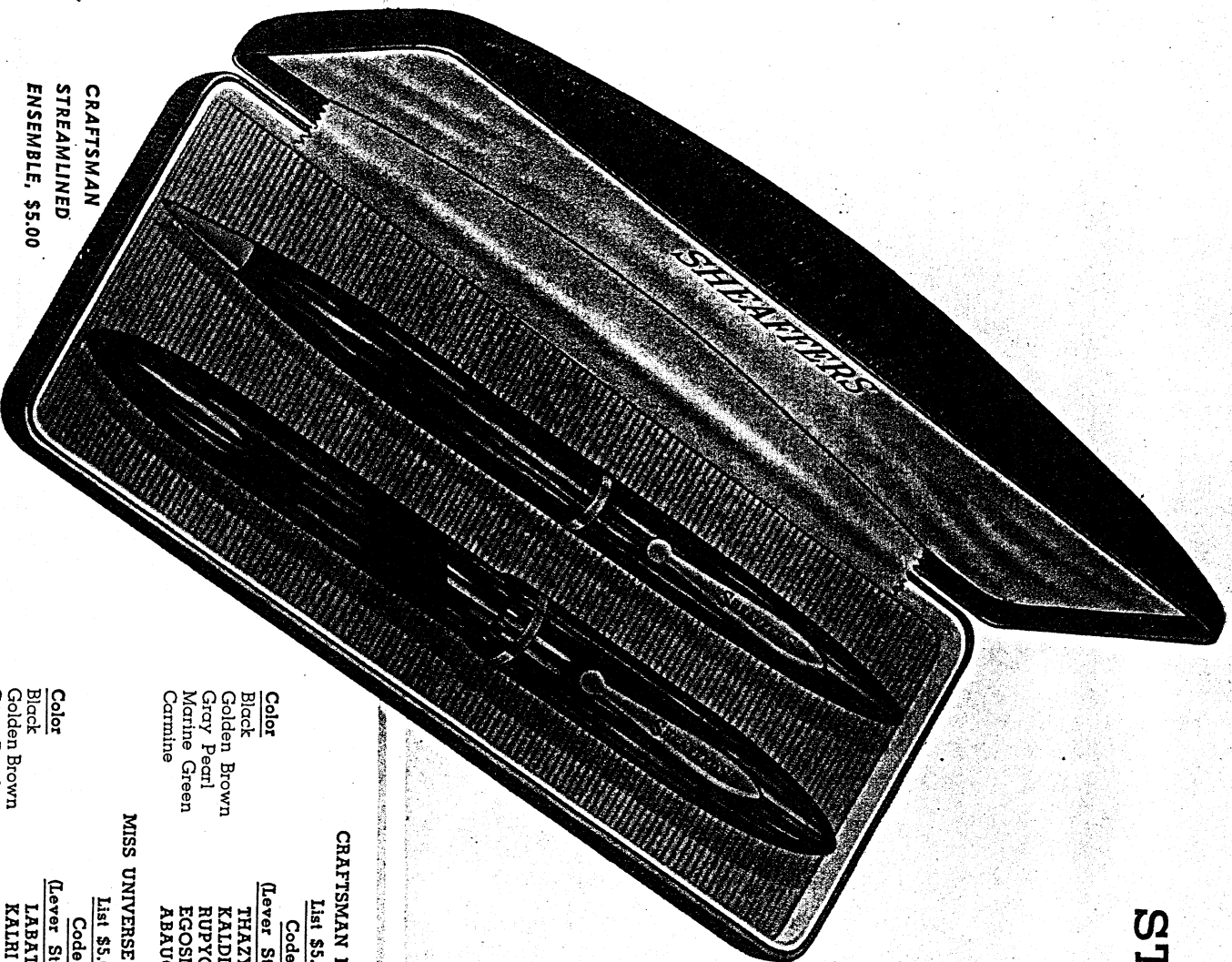
Black Golden Brown Gray Pearl Marine Green Carmine
 One-Stroke Vacuum
 LADIE KACOC
 Golden Brown Gray Pearl Marine Green Carmine
 KACOC KADUB
 Golden Brown Gray Pearl Marine Green Carmine
 KADUB RISIA
 Golden Brown Gray Pearl Marine Green Carmine
 RISIA EFECF
 Golden Brown Gray Pearl Marine Green Carmine
 EFECF ABEMC

HER SIGNATURE IN FACSIMILE

The wide band on the Lady Autograph pen and pencil is genuine 14K gold. On it, expert craftsmen can hand-engrave her signature exactly as she writes it. The price includes the engraving. Given in ageless gold, the signature makes of the Autograph pen an heirloom possession to be handed from generation to generation. What finer gift for the bride or the mother?

STREAMLINED BALANCE GIFT FINEST IN THE POPULAR

No product bears the Sheaffer name unless it is the finest that can be produced for the price asked. These inexpensive sets selling at \$5.00 and \$3.95 are truly the finest in the world at this price. Each has the distinctive Sheaffer Streamlined Balance design. As in the more expensive Sheaffer FEATHERTOUCH and LIFETIME models, there are identical values in either lever or vacuum styles—all pens are one-stroke fillers, all warm when to refill. Pen points are of genuine 14-K gold, tipped with smooth osmiridium, ground and polished to Sheaffer standards. Ensembles, each furnished with a distinctive gift case, and containing a FINELINE pencil to match the pen perfectly, are listed on this page—pens and pencils separately on the page opposite.



CRAFTSMAN ENSEMBLE

Color	<u>Lever Style</u> (One-Stroke Vacuum)	<u>Code</u>
Black	THAZY	WUKAB
Golden Brown	KALDI	KALIU
Gray Pearl	RUPPYC	RUTTG
Marine Green	EGOSM	EHAPR
Carmine	ABAVC	ABAVF

MISS UNIVERSE ENSEMBLE

Color	<u>Lever Style</u> (One-Stroke Vacuum)	<u>Code</u>
Black	LABAT	WAPON
Golden Brown	KALRI	WAPYR
Gray Pearl	RURAD	WARBT
Marine Green	EGURN	WARIB
Carmine	ABAWH	ABAYK

JUNIOR (LONG MODEL) ENSEMBLE

Color	<u>Lever Style</u> (One-Stroke Vacuum)	<u>Code</u>
Black	ABGIS	ABGYD
Marine Green	ABGUB	ABHER
Carmine	BUHWI	BUHXX

JUNIOR (SHORT MODEL) ENSEMBLE

Color	<u>Lever Style</u> (One-Stroke Vacuum)	<u>Code</u>
Black	THARO	JAXOC
Marine Green	ABHTF	ABHOG
Carmine	BUYBA	BUYCE

CRAFTSMAN
STREAMLINED
ENSEMBLE, \$5.00

ENSEMBLES... WORLD'S

PRICE RANGE



Whittle Senior Supply

Whittle Manning to Refill

A COMPLETE SELECTION

Sheaffer offers the most complete selection of models at \$2.75 and \$3.50. There are long lengths for men; shorter lengths for women; one-stroke vacuum models for those desiring full-length visibility of fluid supply in the barrel; one-stroke lever fillers, with a warning to refill, for those who prefer this type; and points to meet every writing need, every style of handwriting. These models are guaranteed against defects in materials and workmanship. Those desiring an inexpensive pen can be assured that these are the finest in the world at the price asked.

CRAFTSMAN

Streamlined Balance

List \$3.50 List \$3.00

Color Pen Code Pencil Code

Black Golden Brown Grey Pearl Marine Green Carmine

TEBAC KACHEL RECCU EDEKX ABFCA

PIBCA KAFES RINRO EFUXI ABEPH

Black Golden Brown Grey Pearl Marine Green Carmine

WOKIB KADED RIVGI EDIHT ABEDI

PIBCA KAFES RINRO EFUXI ABEPH

MISS UNIVERSE

Streamlined Balance

List \$3.50 List \$2.50

Color Pen Code Pencil Code

Black Golden Brown Grey Pearl Marine Green Carmine

TEMP KADAT RERVO EDOGX ABEHO

POBIZ KAFIT RINRO EGAVK ABENJ

Black Golden Brown Grey Pearl Marine Green Carmine

WAMOF WAMYH WADBL WADIM ABEKU

POBIZ KAFIT RINRO EGAVK ABENJ

JUNIOR (LONG MODEL)

Streamlined Balance

List \$2.75 List \$2.50

Color Pen Code Pencil Code

Black Marine Green Carmine

TEBAB ABFII BUHTE

ABFOR ABFYC BUHYD

Black Marine Green Carmine

ABGAC ABGC E BUHUC

ABFOR ABFYC BUHYD

JUNIOR (SHORT MODEL)

Streamlined Balance

List \$2.75 List \$2.00

Color Pen Code Pencil Code

Black Marine Green Carmine

TECAP ABGDI BUHYG

JAVOS ABGFO BUJAC

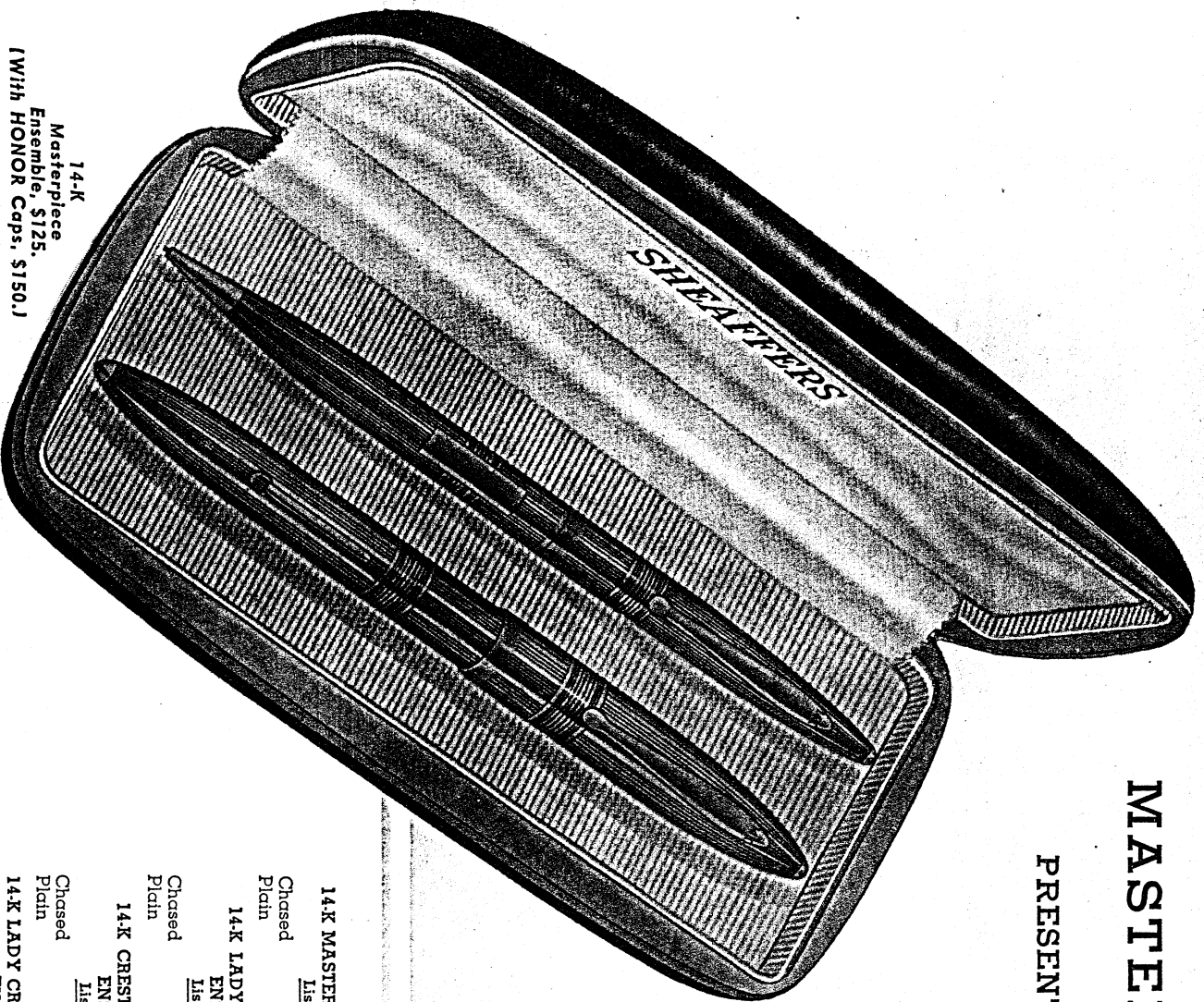
Black Marine Green Carmine

JATYM ABGER BUHHP

JAVOS ABGFO BUJAC

MASTERPIECES — ALL THAT THE

PRESENTATION ENSEMBLES IN EITHER 14K GOLD



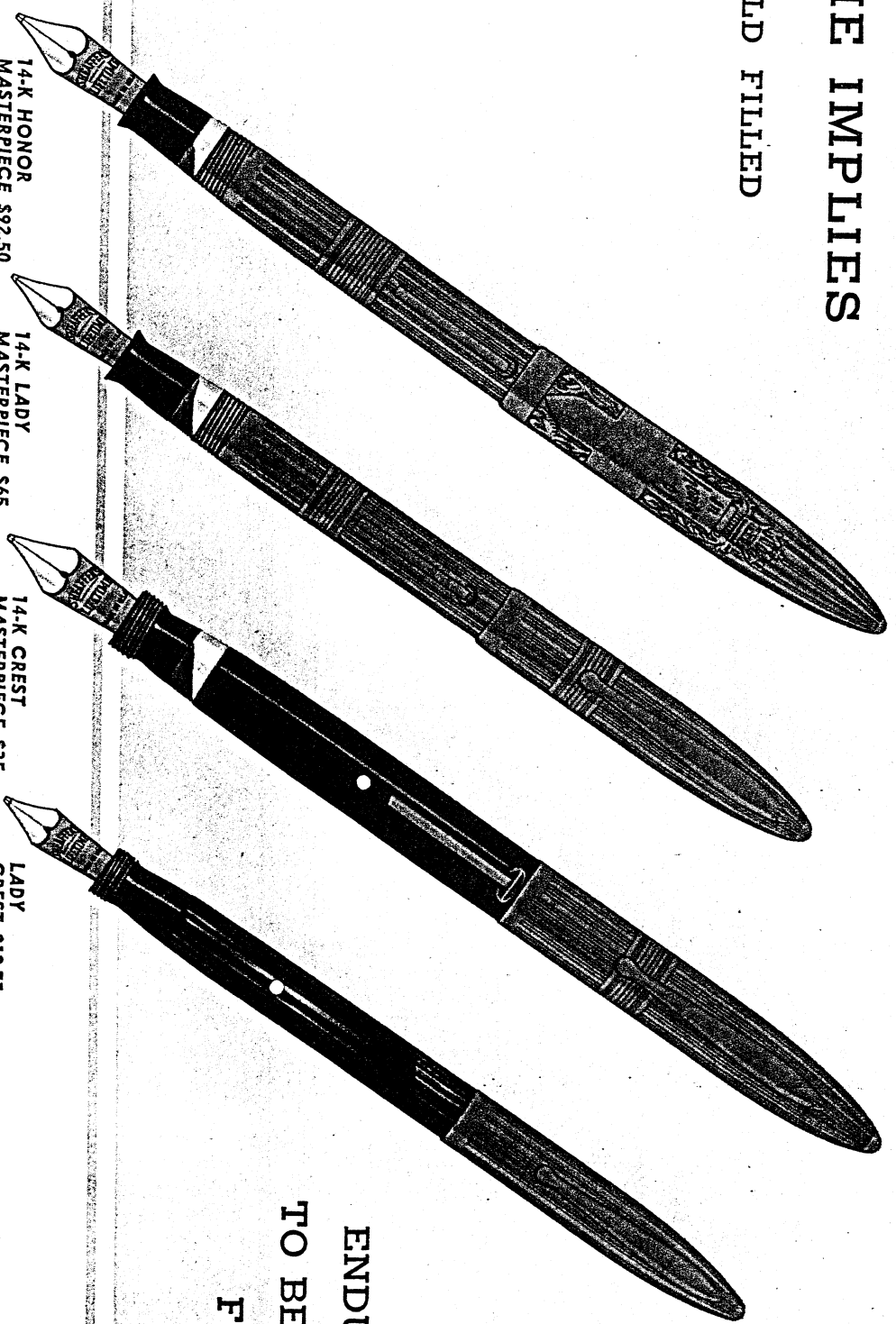
To express extreme appreciation and regard, give genuine 14K gold. The value is instantly recognized; the gold is as enduring as the sentiment you wish to express. In the Masterpiece line, Sheaffer master craftsmen create each piece with consummate skill, working the precious metal into articles not merely superlatively beautiful, but capable of trouble-free daily service as long as the owner lives. In each Masterpiece style there is also a special style—the HONOR Masterpiece—with a specially engraved cap inscribed with an insignia for giving recognition to special occasions. The HONOR Pen has been developed especially as a token for promotions, retirements, or a reward for a period of faithful service. On these pages are also priced the Crest line, similar in appearance to the Crest Masterpieces, but made of 14K gold-filled material of finest quality. Each ensemble is furnished with a genuine black leather presentation case.

14-K MASTERPIECE ENSEMBLE List \$125.00	CREST ENSEMBLE Lifetime Feathertouch List \$19.75	14-K HONOR MASTERPIECE ENSEMBLE List \$150.00
Chased Code: SOBUL	Color: Visulcated—(Lever Style)	Code: SOGMA
Plain Code: SOBYL	Black Golden Brown	SODPO SODPW
14-K LADY MASTERPIECE ENSEMBLE List \$100.00	Golden Stroke Vacuum	Code: SOXEN
Chased Code: SOLAB	Black Golden Brown	14-K HONOR LADY MASTERPIECE ENSEMBLE List \$125.00
Plain Code: SOLOF	Golden Stroke Vacuum	Code: SOGSI
14-K CREST MASTERPIECE ENSEMBLE List \$60.00	LADY CREST ENSEMBLE Lifetime Feathertouch List \$17.75	14-K CREST HONOR MASTERPIECE ENSEMBLE List \$75.00
Chased Code: SOMKE	Color: Visulcated—(Lever Style)	Code: SOHAR
Plain Code: SOMPU	Black Golden Brown	14-K HONOR LADY CREST MASTERPIECE ENSEMBLE List \$85.00
14-K LADY CREST MASTERPIECE ENSEMBLE List \$50.00	Golden Stroke Vacuum	Code: SOHOS
Chased Code: SOPPR	Black Golden Brown	
Plain Code: SORDA	Golden Stroke Vacuum	

14-K
Masterpiece
Ensemble, \$125.
(With HONOR Caps, \$150.)

NAME IMPLIES

OR GOLD FILLED



ENDURING GOLD
TO BE TREASURED
FOREVER!

**14-K HONOR
MASTERPIECE \$92.50**

14K MASTERPIECE
Lifetime Feathertouch
List \$80.00 Pen Code
List \$45.00 Pencil Code
SOBAC
SOPAC
SOBAP
SOPAP
SOBBL
SOBBL

**14-K LADY
MASTERPIECE \$65**

14K LADY MASTERPIECE
Lifetime Feathertouch
List \$65.00 Pen Code
List \$35.00 Pencil Code
SOLEC
SOLVG
SOLG
SOMIA
SOMIA

**14-K CREST
MASTERPIECE \$35**

14K CREST HONOR MASTERPIECE
Lifetime Feathertouch
List \$42.50 Pen Code
List \$22.50 Pencil Code
SOHEM
SOHIP
SOHHP

**LADY
CREST \$12.75**

**14K HONOR LADY CREST
MASTERPIECE**
Lifetime Feathertouch
List \$37.50 Pen Code
List \$27.50 Pencil Code
SOHUT
SOKAS

14-K HONOR MASTERPIECE

Lifetime Feathertouch
List \$92.50 Pen Code
List \$57.50 Pencil Code
SOGOP
SOGRE

14-K HONOR LADY MASTERPIECE

Lifetime Feathertouch
List \$77.50 Pen Code
List \$47.50 Pencil Code
SOGIO
SOGVU

14-K CREST MASTERPIECE

Lifetime Feathertouch
List \$200.00 Pen Code
List \$125.00 Pencil Code
SOKIB
SOKOL

Lifetime Feathertouch
List \$35.00 Pen Code
List \$25.00 Pencil Code
SOMI
SOPAN
SOMMO
SOPPE

CREST LIFETIME FEATHERTOUCH

Color List \$13.75 Pen Code
Visulaid—(Lever Style) List \$6.00 Pencil Code
Black SODRU
Golden Brown SOFRA
One-Stroke Vacuum SOFTI
Black ASHA
Golden Brown ASIVE

LADY CREST

Color List \$12.75 Pen Code
Visulaid—(Lever Style) List \$5.00 Pencil Code
Black SOGRA
Golden Brown SOGCE
One-Stroke Vacuum ASIZL
Black ASKBA
Golden Brown ASKBA

SELECTING THE FINEST
All Masterpiece models are constructed of genuine 14K gold, except the platinum Honor Masterpiece. Crest models not designated as Masterpieces are 1/10, 14K gold-filled. Each Masterpiece model in gold is listed with or without the Honor insignia, and priced accordingly. The Honor insignia is illustrated on this page. This same pen in the standard Masterpiece style would have a cap similar to the Lady Masterpiece. Masterpiece models are heirloom possessions to be used during the owner's lifetime and thereafter to be treasured by his descendants.

SHEAFFER'S *Fountain-of-Use* RESERVOIR DESK SETS

INCREASED EFFICIENCY CREATES A NEW MARKET

Within the last few years, thousands of cheap "dip-type" desk sets have been sold. Generally speaking, many of them have been fairly satisfactory in use. Their inherent faults have been due principally to their cheapness of construction. They were designed to be molded the cheapest way. Under extreme temperature changes the writing fluid might run out of the socket. Because of unscientific design, the sockets of many were so constructed that after a few days' use, the pen exerted a pumping action when withdrawn from the socket, causing a dirty pen and dirty fingers. Practically all, however, had the advantage of a large writing fluid supply quickly to hand.

Sheaffer engineers and designers attacked the problem of making a writing set of this type truly efficient. Thousands were spent in research. Now, the many hundreds who prefer sets of this type may have them in sparkling designs reflecting Sheaffer quality, Sheaffer design and Sheaffer engineering.

SPLENDID GIFTS OF QUALITY AND USEFULNESS

No expense has been spared to make the "Fountain-of-Use" the finest. The interior mechanism (see diagram) is costly, but it provides a feature

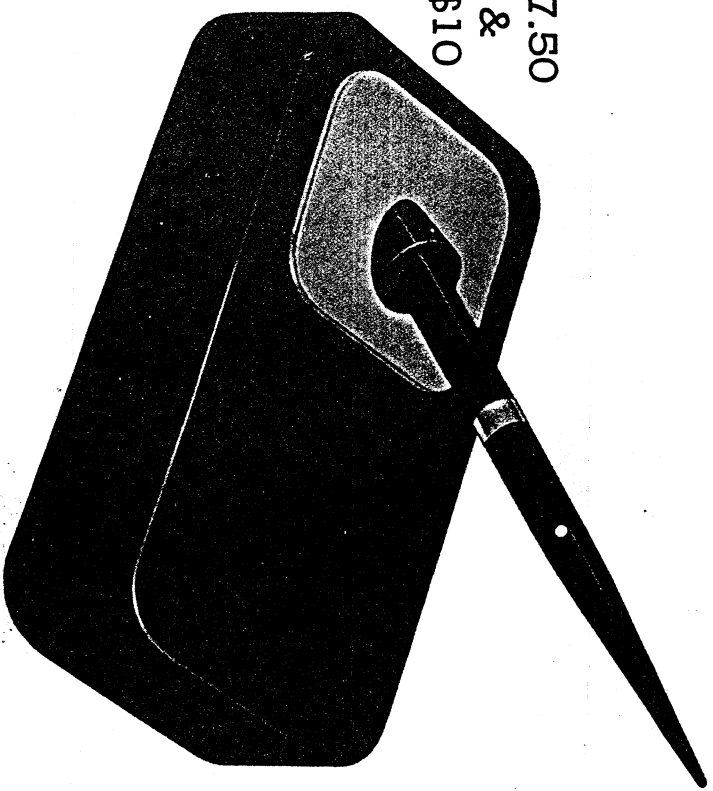
hitherto impossible in a reservoir base set: The fluid level in the socket touches the pen tip only. If the fluid level becomes too high—through temperature change—it is easily reset by simply lifting the socket plate and tipping the base, whereupon excess fluid drains back into the reservoir. The construction of pen-point and "feed" permits a complete filling of the pen almost instantly. Filled, the pen writes several hundred words. The result is non-stop writing in actual use. The reservoir holds a full two-ounces of fluid at one filling, enough to last even heavy writers a matter of months. Socket construction of special design insures a clean pen, clean fingers. The pen is of "Lifetime" quality—guaranteed for the owner's life—or of No. 5 quality at \$2.50 less per pen per set if desired. Feathertouch two-way points assure the smoothest of writing. Finally, the beautiful appearance of the sets lends an air of distinction to any desk, any office.

These are beautiful gifts—we recommend them particularly where a very lightweight pen, lighter than a fountain pen, is desired—and where the owner may go off for days at a time without using; when he returns he will find his set ready to go—INSTANTLY!

\$7.50

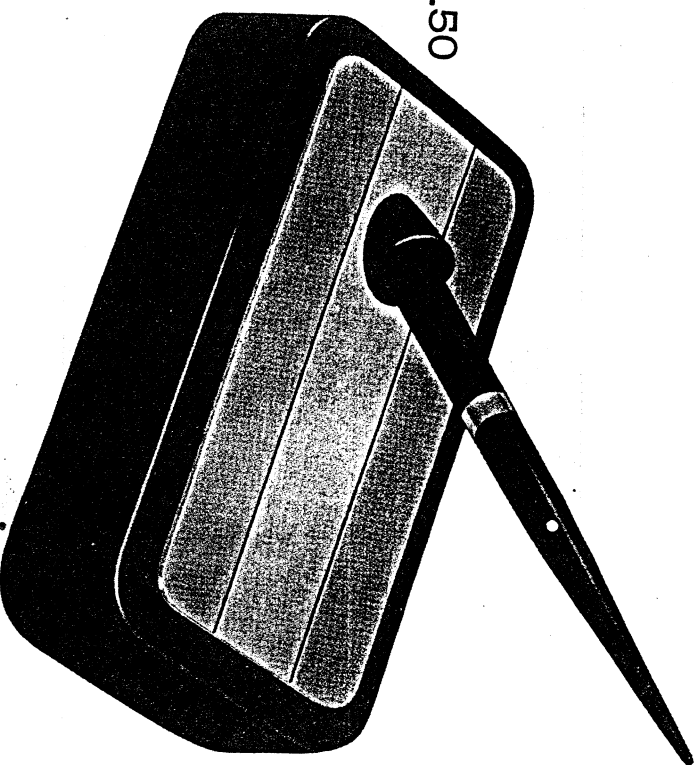
&

\$10



D018 BALFY. Black Plastic. 5/4 x 3/4 inches. Gold trim. With Black LIFETIME Pen \$10.00. With No. 5 Feathertouch Pen, \$7.50.

\$12.50



D008 BAGSE. Black Plastic. 5/4 x 3/4 inches. Top plate Natural and dull Bronze. With Black LIFETIME Pen \$12.50.

D069 BAGXI. Natural Bronze. 6 1/8 x 12 inches. Sterling Silver trim. With Two Black LIFETIME Pens \$50.00.

\$50

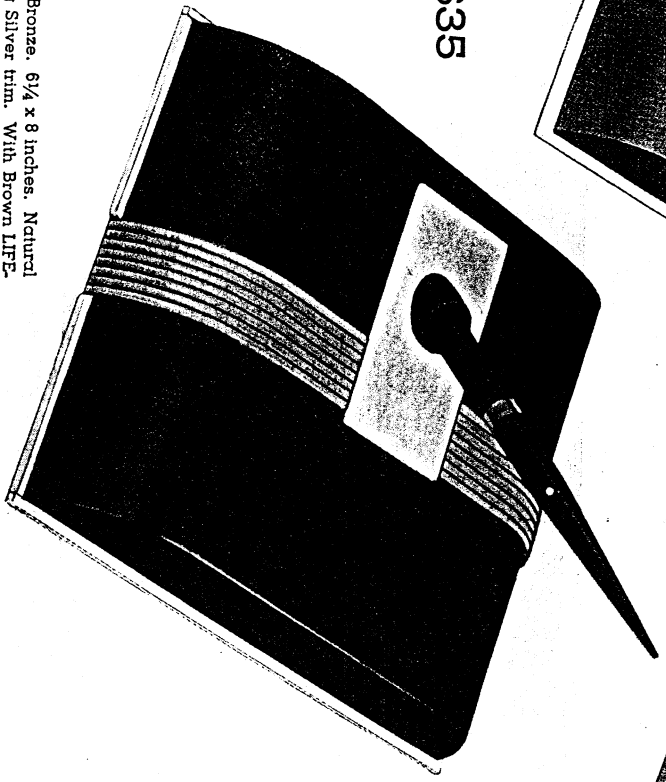


D058 BAGUG. Duo Bronze. 6 1/8 x 10 3/4 inches. Cigarette Compartment. Natural Bronze trim. With Brown LIFETIME Pen \$50.00.

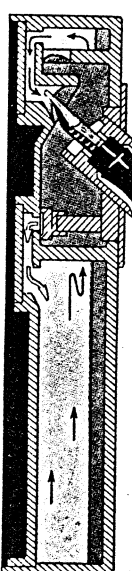
\$50



\$335



D048 BAGTF. Duo Bronze. 6 1/4 x 8 inches. Natural Bronze and Sterling Silver trim. With Brown LIFETIME Pen \$35.00.
 D079 BAGYH. Same as D048 except 6 1/8 x 12 inches and double with two Brown LIFETIME Pens \$50.00.



Red Color denotes air inside of set. Blue Color denotes writing fluid.

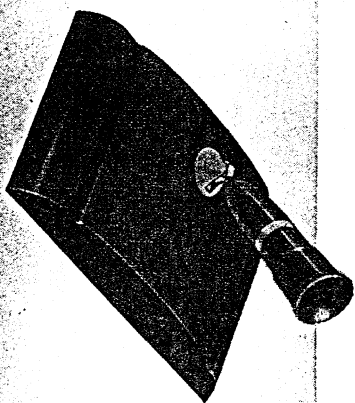
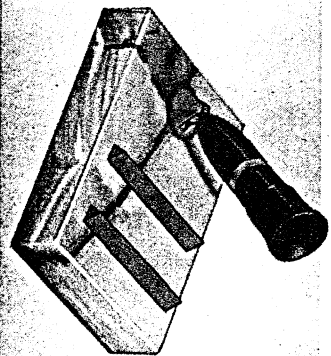
This cross-sectional view of the "Fountain-of-Use" clearly shows how the 2-ounce supply of writing fluid is contained in the base proper, yet does not surround the pen point which is in a chamber at the forward end of the set. The base is easily filled through the large opening that is revealed when the plate holding the socket is lifted. The fluid drains back into the posterior portion. When the socket is replaced, and the base set flat, the fluid rises to meet the tip of the pen. The height of the fluid level is easily controlled. Should air expansion push it too high, simply raise the socket plate and tip set up at the forward end. Any excess fluid will drain back through the hole in the bottom of the chamber holding the socket, since this hole is simultaneously unplugged when the socket plate is lifted. No other set has this patented feature of an adjustable fluid level. No other set is available with a Sheaffer Lifetime Feathertouch pen with platinum-covered point-slit and Flo-Rite fluid control.

SHEAFFER'S

\$5 GIFTS

DRY-PROOF DESK SETS

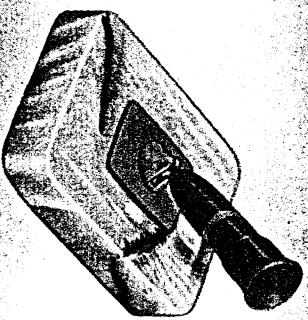
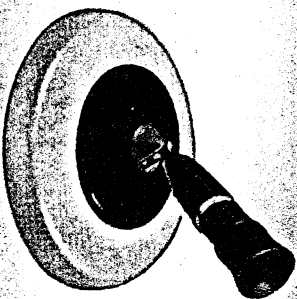
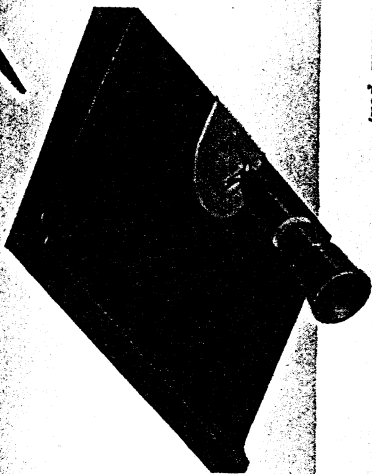
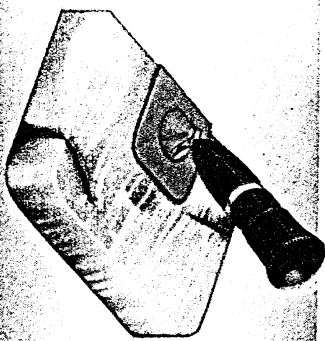
The Dry-Proof feature of Sheaffer desk sets increases their usefulness many times over ordinary desk sets. A slight turn of the bell of the socket locks the pen in tightly, where it may be left for days with no air reaching the point to dry it out. Likewise, if the set is folded down and placed in a drawer at night, this exclusive feature holds pen in place so that it is ready to write the following morning. As a gift for the home, the office, or the student's desk, a Dry-Proof desk set is unsurpassed in value, quality, usefulness and durability. Choose from scores of designs that are the utmost in good taste.



All "F" line desk sets available with No. 5 pen at \$7.00; with LIFETIME pen at \$10.00. All "G" line sets with LIFETIME Pens, \$10.00. All "H" line with No. 5 pens, \$9.50; with LIFETIME pen, \$12.00.

F483 BACOP. Colored Pedrara Onyx. 2½ x 3½ inches. Gold trim. With No. 3 Brown Pen \$5.00.

F533 BACXI. Brown Plastic. 2¾ x 4¾ inches. Gold trim. With No. 3 Brown Pen \$5.00.

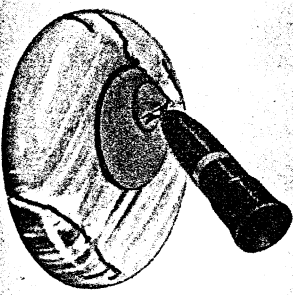
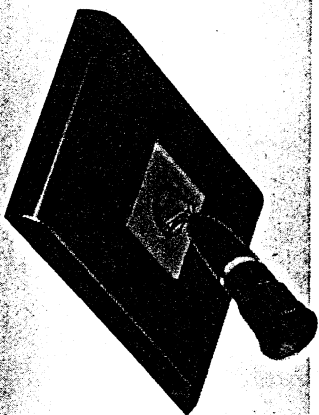
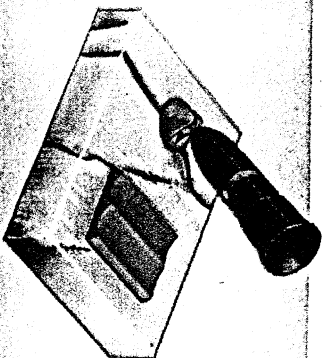


F433 BACMH. Colored Pedrara Onyx. 2½ x 3½ inches. Gold trim. With No. 3 Black Pen \$5.00.

F523 BACWU. Brown Plastic. 3½ x 5 inches. Gold trim. With No. 3 Brown Pen \$5.00.

F483 BACRO. White Pedrara Onyx combined with Black Plastic. 3½ inches diameter. With No. 3 Black Pen \$5.00.

F443 BACLB. Colored Pedrara Onyx. 2½ x 3½ inches. Gold trim. With No. 3 Brown Pen \$5.00.



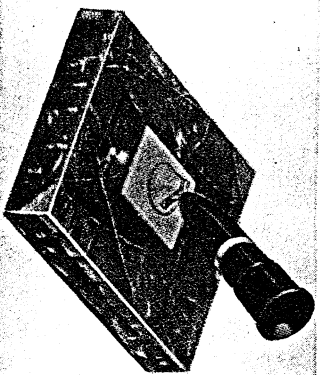
F483 BACSF. Black Glass. 3¼ inches dia. Gold trim. With No. 3 Black Pen \$5.00.

F283 BUDDZ. Colored Pedrara Onyx. 2¾ x 3¼ inches. Gold trim. With No. 3 Brown Pen \$5.00.

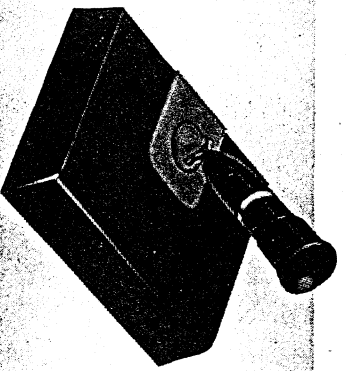
F473 BACPI. Black Carrara. 3 x 4¼ inches. Gold trim. With No. 3 Black Pen \$5.00.

F513 BACUC. Colored Pedrara Onyx. 3½ inches dia. Gold name plate. With No. 3 Brown Pen \$5.00.

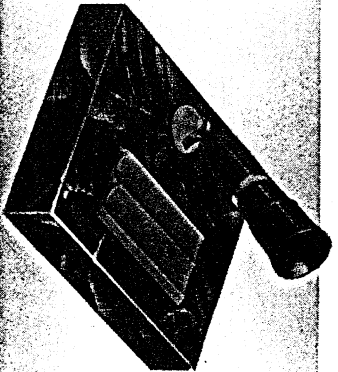
\$7.50 GIFTS



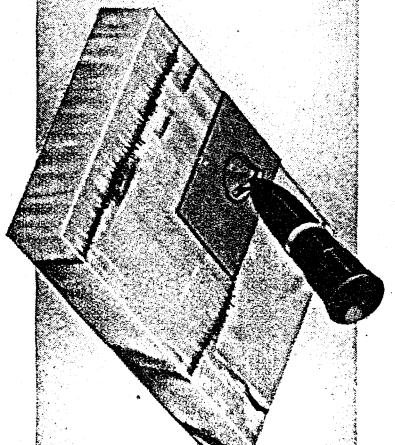
G415 BADEN. Green Brazilian Onyx. 3 x 3 1/2 inches. Gold trim. With No. 5 Black Pen \$7.50.



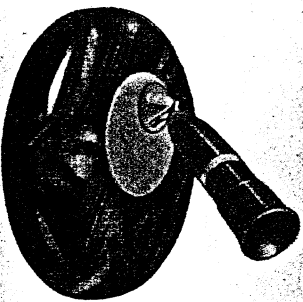
G385 BACYS. Black Carrara. 2 3/4 x 3 3/4 inches. Gold trim. With No. 5 Black Pen \$7.50.



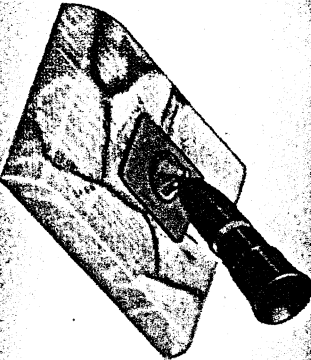
G245 BUDUB. Brown Onyx. 3 x 3 1/2 inches. Gold trim. With No. 5 Brown Pen \$7.50.



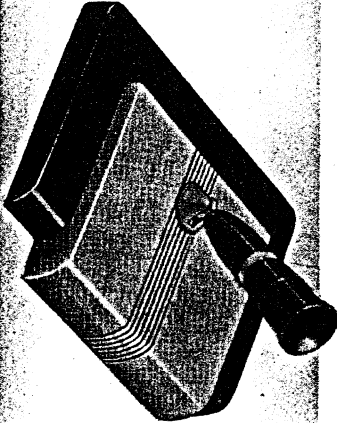
H103 BADGC. Colored Pedarra Onyx. 3 1/4 x 5 inches. Gold trim. With No. 3 Black Pen \$7.50.



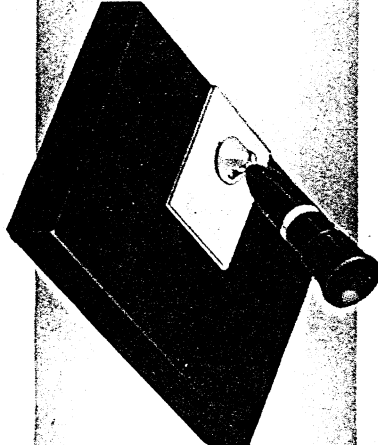
G395 BADCY. Brown Onyx. 3 1/2 inches dia. Gold name plate. With No. 5 Brown Pen \$7.50.



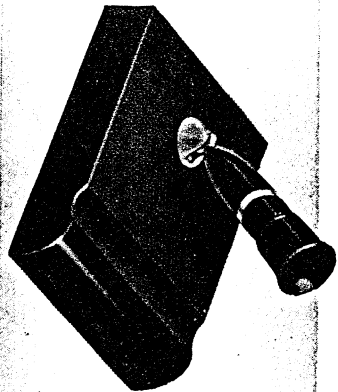
G385 BADBI. Colored Pedarra Onyx. 2 1/2 x 4 inches. Gold trim. With No. 5 Brown Pen \$7.50.



G355 ABIOM. Brown and Cream Plastic. 3 1/2 x 5 inches. Gold trim. With No. 5 Brown Pen \$7.50.



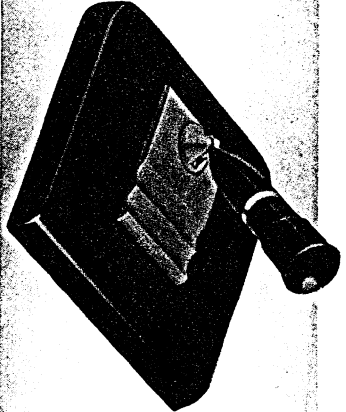
H113 BADHE. Black Carrara. 3 1/4 x 5 inches. Chrome trim. With No. 3 Black Pen \$7.50.



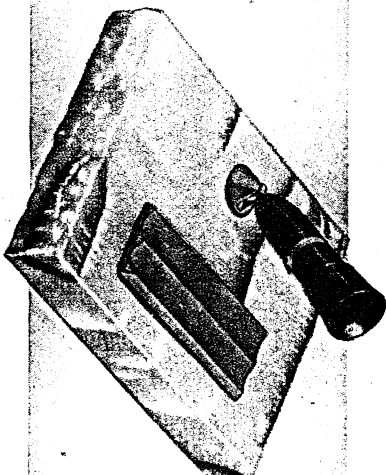
G295 BUDIIO. Black Carrara. 3 x 3 1/2 inches. Gold trim. With No. 5 Black Pen \$7.50.



G375 BADAIF. Green Brazilian Onyx. 3 1/2 inches dia. Gold name plate. With No. 5 Brown Pen \$7.50.



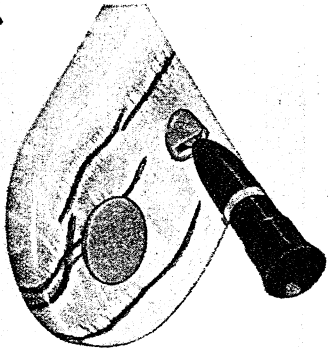
G405 BADDX. Black Carrara. 3 1/2 x 4 inches. Gold trim. With No. 5 Black Pen \$7.50.



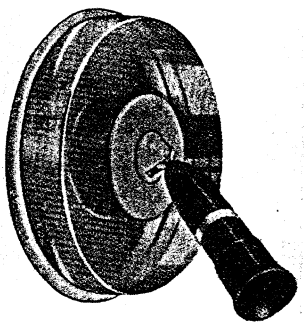
H093 BADLI. Colored Pedarra Onyx. 3 1/4 x 5 inches. Gold trim. With No. 3 Brown Pen \$7.50.

\$10 Lifetime* GIFTS

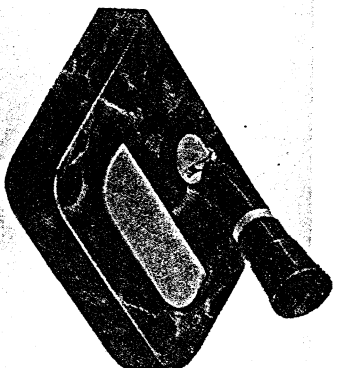
The great value of the \$10 LIFETIME line is instantly apparent when it is considered that the bases are \$3.50 values. Add an \$8 LIFETIME desk pen and the result is an \$11.50 value sold complete for \$10. The desk sets illustrated on these two pages have been particularly designed for use in the home. Each will add to the attractiveness of the home desk, or the student's room. The six larger desk sets on the bottom row are priced at \$10 with a No. 3 pen, \$12.50 with a No. 5 pen and \$15 with a LIFETIME pen.



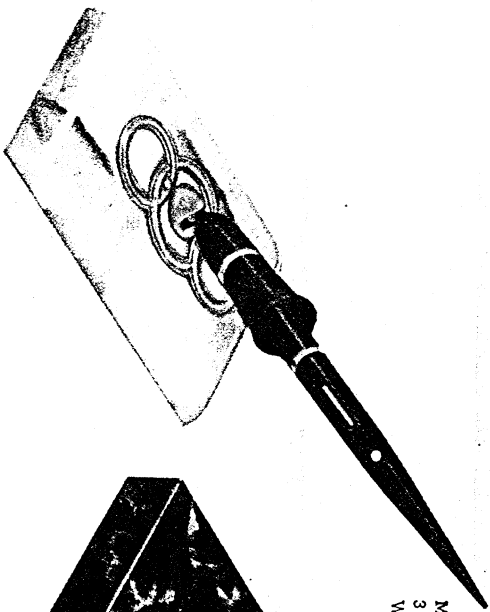
M518 BADRIV. Colored Pedra Onyx. 3 x 3 1/2 inches. Gold monogram plate. With Brown LIFETIME Pen \$10.00.



M578 BABCZ. Peach Mirror. 3 1/2 inches dia. Gold trim. With Brown LIFETIME Pen \$10.00.



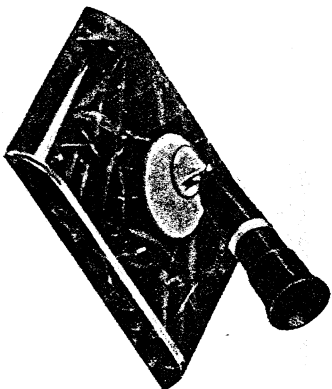
M408 BUEPD. Brown Onyx. 3 x 3 1/2 inches. Gold name plate. With Brown LIFETIME Pen \$10.00.



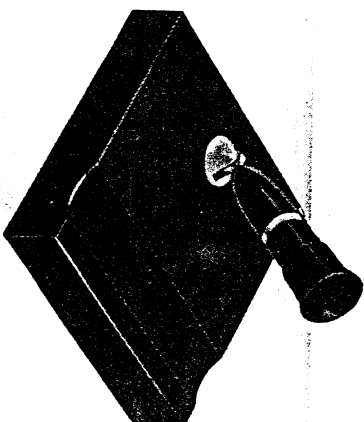
M548 BADUZ. Colored Pedra Onyx. 2 1/2 x 4 1/2 inches. Gold trim. With Brown LIFETIME Pen \$10.00.



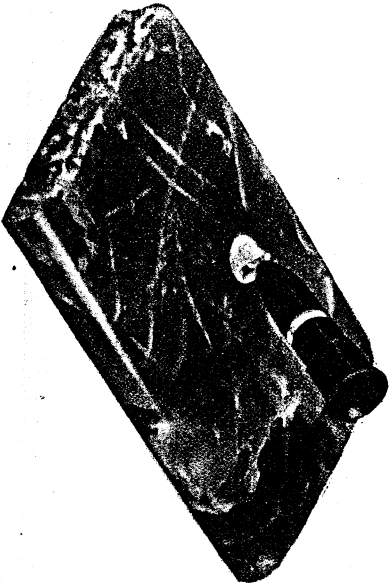
M558 BADXR. Brown Onyx. 3 1/2 x 3 1/2 inches. Gold trim. With Brown LIFETIME Pen \$10.00.



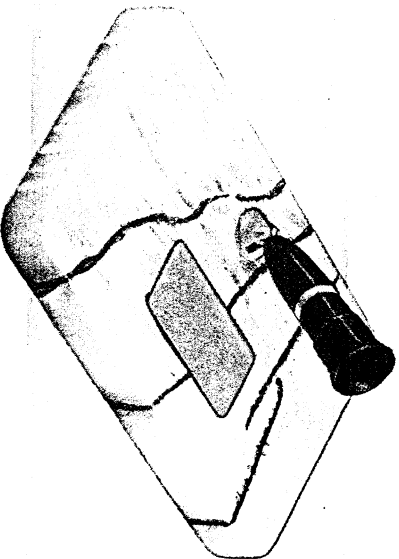
M528 BADSP. Green Brazilian Onyx. 2 1/2 x 4 inches. Gold monogram plate. With Brown LIFETIME Pen \$10.00.



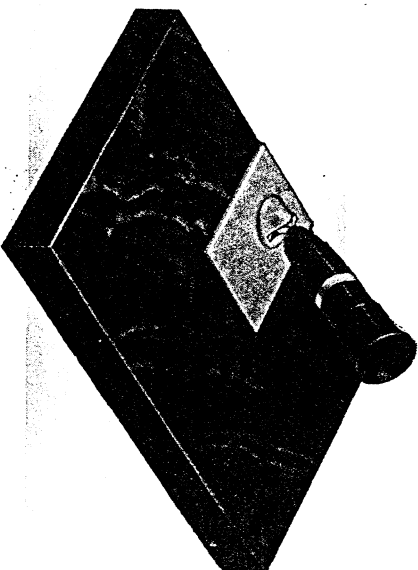
M398 BUEFO. Black Carrara. 3 1/2 x 3 1/2 inches. Gold trim. With Black LIFETIME Pen \$10.00.



K153 BADMG. Green Brazilian Onyx. 3 3/4 x 6 1/4 inches. Gold trim. With No. 3 Black Pen \$10.00.

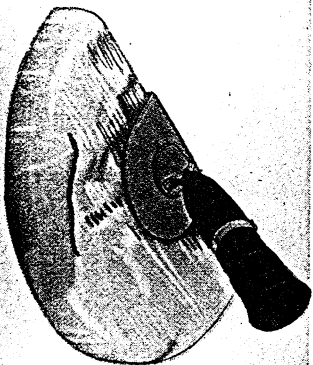


K063 ADAVO. Colored Pedra Onyx. 3 3/4 x 6 1/2 inches. Gold name plate. With No. 3 Brown Pen \$10.00.

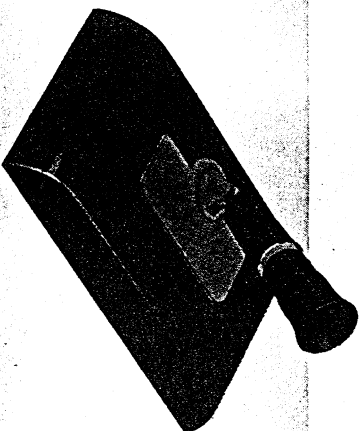


K133 BADJO. Brown Onyx. 3 3/4 x 6 1/4 inches. Gold trim. With No. 3 Brown Pen \$10.00.

\$10 GIFTS



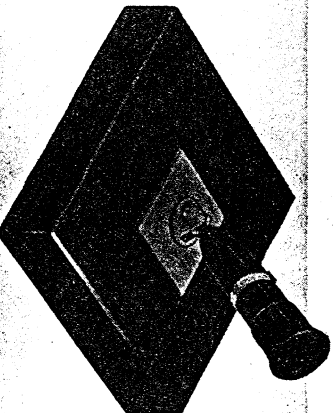
M568 BABBY. Colored Pedrara Onyx. 2 3/4 x 3 1/2 inches. Gold trim. With Black LIFETIME Pen \$10.00.



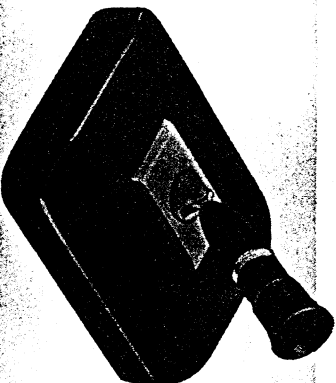
M398 BUENC. Black Carrara. 2 1/2 x 4 1/2 inches. Gold name plate. With Black LIFETIME Pen \$10.00.



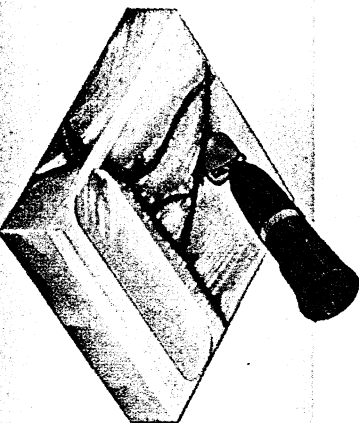
M418 ABYUF. Green Brazilian Onyx. 3 1/2 inches dia. Gold trim. With Black LIFETIME Pen \$10.00.



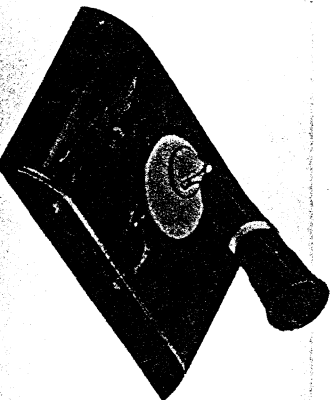
M498 BADOK. Black Carrara. 3 1/2 x 3 1/2 inches. Gold trim. With Black LIFETIME Pen \$10.00.



M508 BADPH. Black Carrara. 3 x 4 inches. Gold trim. With Black LIFETIME Pen \$10.00.



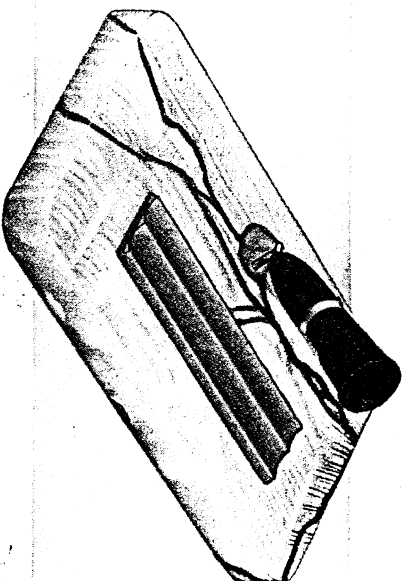
M328 BUEDI. Colored Pedrara Onyx. 3 1/2 x 3 1/2 inches. Gold trim. With Brown LIFETIME Pen \$10.00.



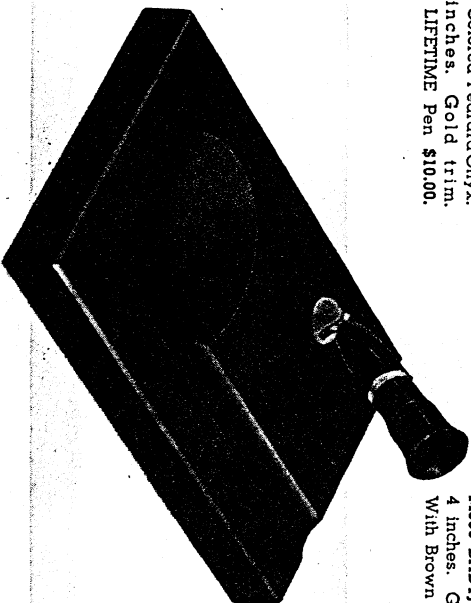
M538 BADTJ. Brown Onyx. 2 1/2 x 4 inches. Gold Monogram plate. With Brown LIFETIME Pen \$10.00.



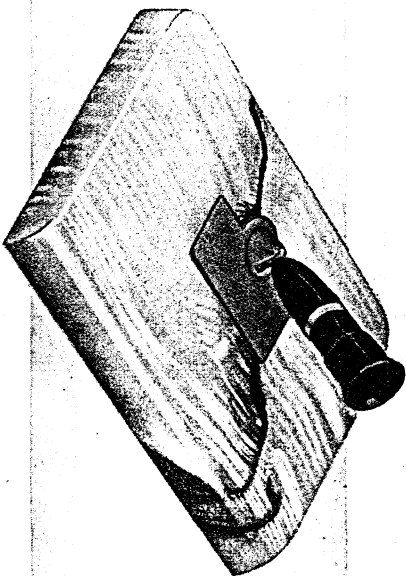
M218 BUICE. Black and Gold Marble. 3 1/2 x 3 1/2 inches. Gold trim. With Black LIFETIME Pen \$10.00.



K123 BADD. Colored Pedrara Onyx. 3 3/4 x 6 1/2 inches. Gold pencil grooves. With No. 3 Brown Pen \$10.00.



K073 ADAWE. Black Carrara. 4 x 6 1/2 inches. Gold trim. With No. 3 Black Pen \$10.00.



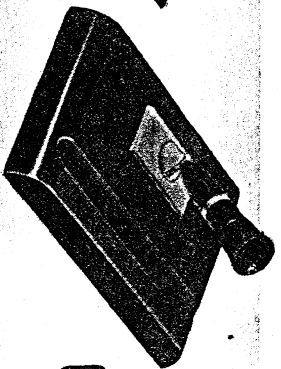
K143 BADKB. Colored Pedrara Onyx. 4 x 6 1/2 inches. Gold name plate. With No. 3 Black Pen \$10.00.

\$12.50 *Lifetime** GIFTS

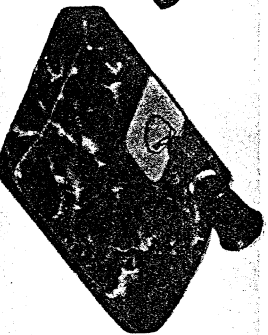
Frequently overlooked is the fact that a Sheaffer's Dry-Proof desk set makes a wedding gift second to none. Engrave the pen—or the base—with the first names of bride and groom, and the date. Many have said their Sheaffer set was used more, and treasured more because of its usefulness, than any wedding gifts they received, many of which, while fine, were seldom used. For a gift of great durability, daily usefulness, and constant reminder of the recipient, choose a Dry-Proof desk set.



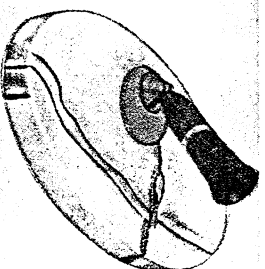
N388 ADCIB. Brown Onyx. 3/4" x 5". With LIFETIME Pen \$12.50.



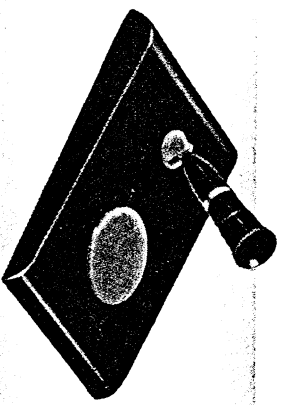
N388 ADCUK. Black Carrara. 3/4" x 5 1/4". With LIFETIME Pen \$12.50.



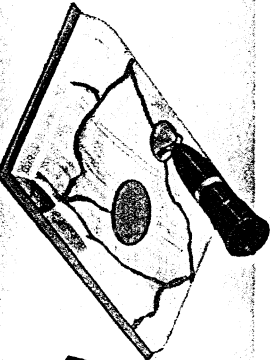
N418 BAEDX. Brown Onyx. 3/4" x 5". With LIFETIME Pen \$12.50.



N428 BAEGW. Colored Pedrara Onyx. 3/4" x 6". With LIFETIME Pen \$12.50.



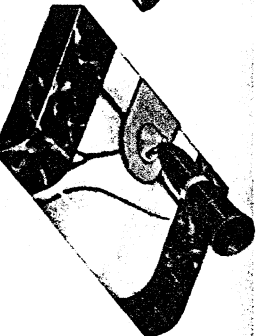
N488 BAEPD. Black Carrara. 3/4" x 5 inches. Gold monogram plate. With LIFETIME Pen \$12.50.



N468 BAELR. Colored Pedrara Onyx. 3" x 5". Gold monogram plate. With LIFETIME Pen \$12.50.



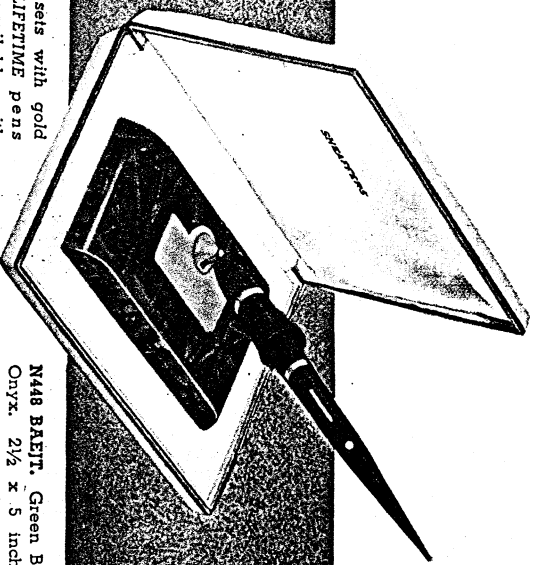
N348 ADBYL. Green Brazilian Onyx. 3 x 5 inches. With Black LIFETIME Pen \$12.50.



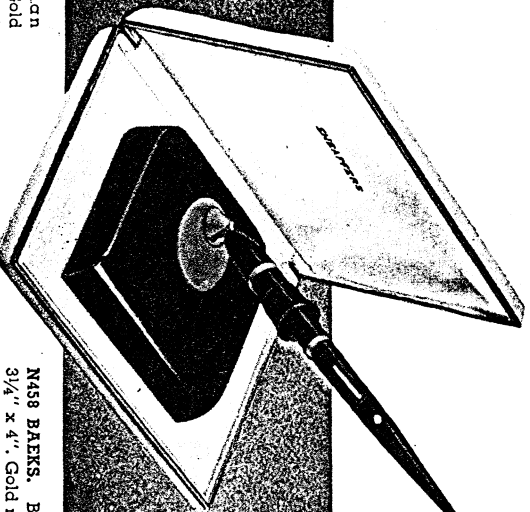
N498 BATERA. Brown and Colored Pedrara Onyx. 3 x 5 inches. With LIFETIME Pen \$12.50.



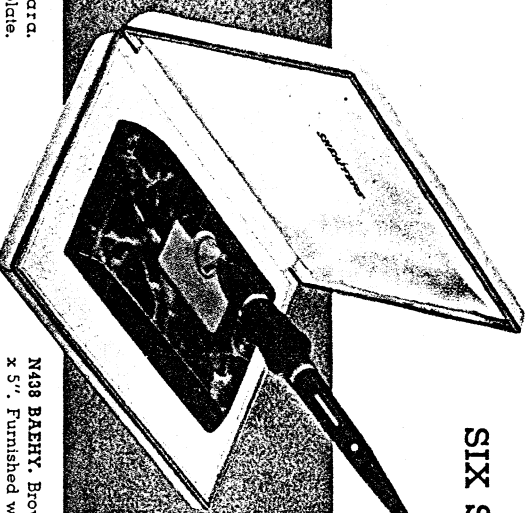
N478 BAENP. Black Carrara. 3/2" x 5 1/4 inches. Gold Eagle motif. With LIFETIME Pen \$12.50.



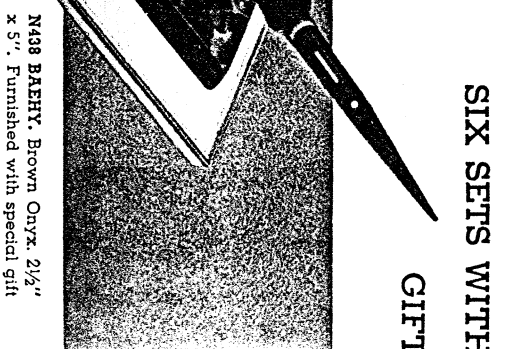
Desk sets with gold trim LIFETIME pens also available with AUTOGRAPH LIFE-20 TIME pens, for facsimile signature engraving.



N448 BAELT. Green Brazilian Onyx. 2 1/2 x 5 inches. Gold name plate. With special gift case, and LIFETIME Pen \$12.50.



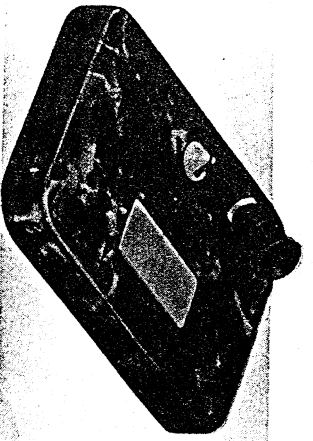
N458 BAEMS. Black Carrara. 3 1/4" x 4". Gold monogram plate. Furnished with special gift case. With LIFETIME Pen \$12.50.



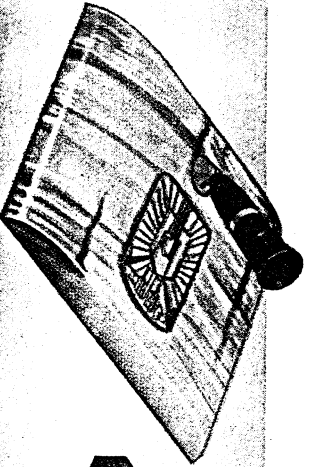
N438 BAEPH. Brown Onyx. 2 1/2" x 5". Furnished with special gift case, and LIFETIME Pen \$12.50.

SIX SETS WITH
GIFT

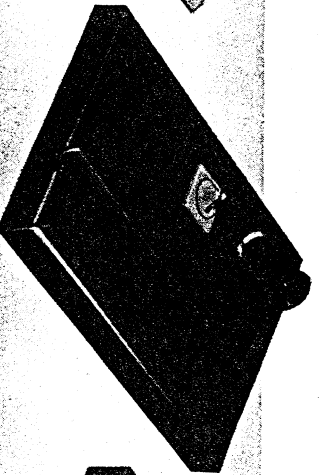
\$15 GIFTS



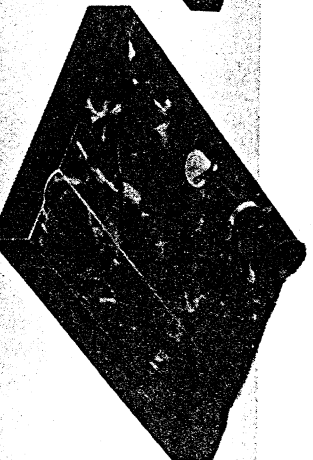
R268 BUEBE. Brown Onyx. 4 1/2 x 7 inches. With LIFETIME Pen \$15.00.



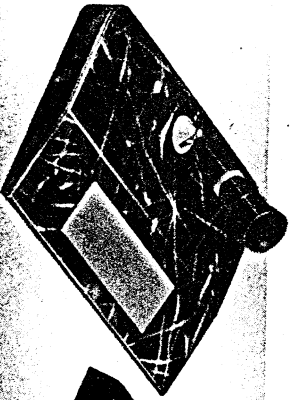
R418 BAGCX. Colored Pedraza Onyx. 4 1/4" x 6 1/2". Eagle motif. With LIFETIME Pen \$15.00.



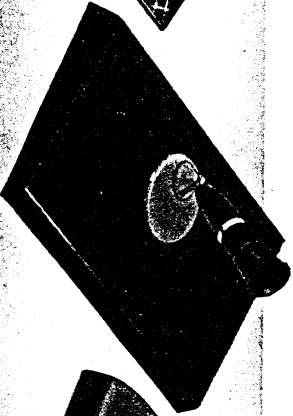
R298 ADDBU. Black Carrara. 4 1/2 x 6 3/4 inches. With LIFETIME Pen \$15.00.



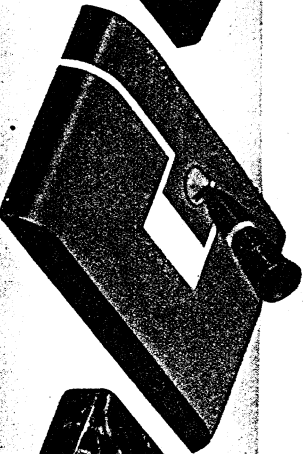
R188 PEZFY. Brown Onyx. 4 1/2 x 6 3/4 inches. With LIFETIME Pen \$15.00.



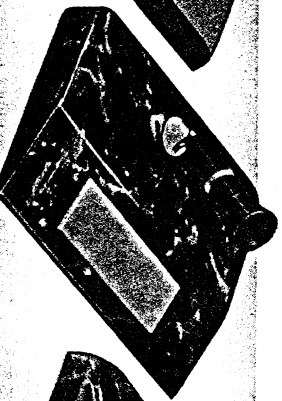
R358 BAETC. Green Brazilian Onyx. 4 7/8 x 5 3/4 inches. With LIFETIME Pen \$15.00.



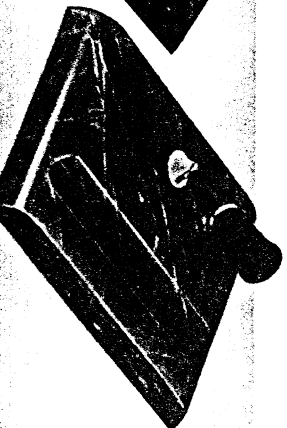
R348 BAESB. Black Carrara. 3 3/4 x 6 1/2 inches. Monogram plate. With LIFETIME Pen \$15.00.



R425 BAGDW. Natural Bronze with Sterling trim. 4" x 6 1/2". With Number 5 Pen \$15.00.



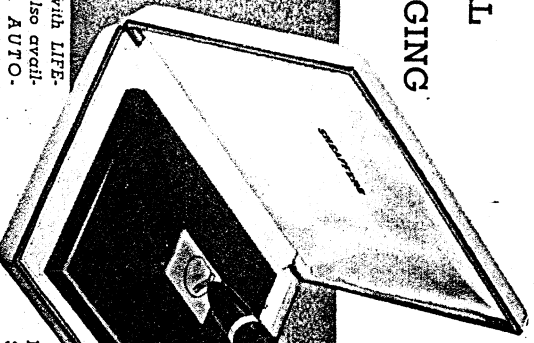
R368 BAEWE. Brown Onyx. 4 7/8" x 5 3/4". Gold name plate. With LIFETIME Pen \$15.00.



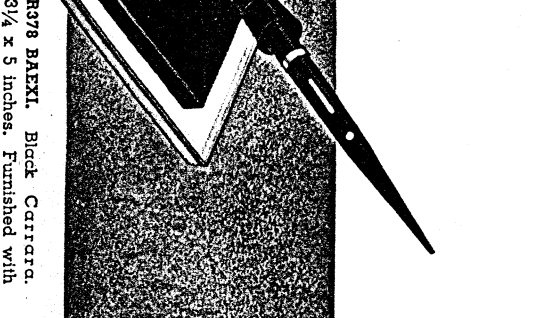
R318 ADDRA. Green Brazilian Onyx. 4 x 6 inches. With LIFETIME Pen \$15.00.

SPECIAL

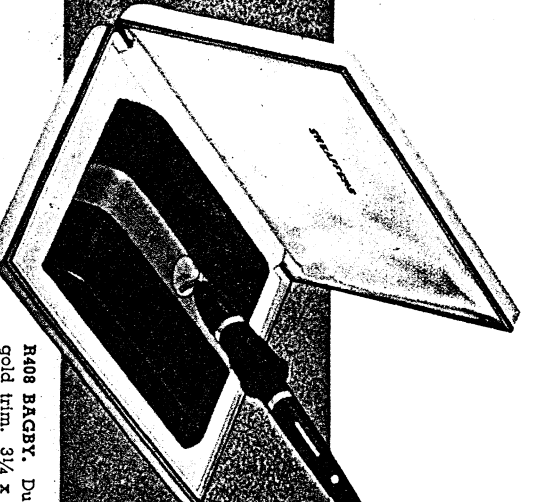
PACKAGING



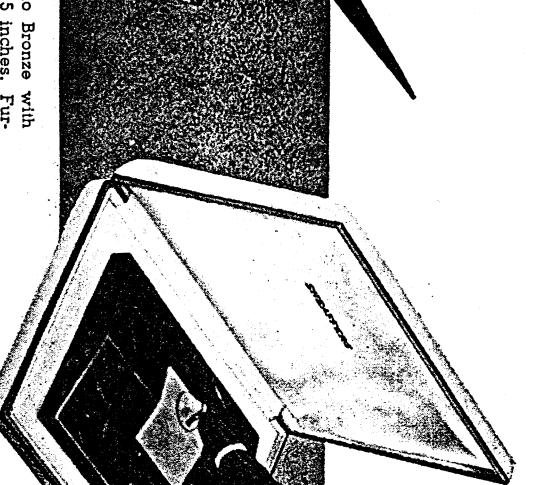
Desk sets with LIFETIME Pen also available with AUTO-GRAFF LIFETIME pens for facsimile signature engraving (see page 7) at \$9.00 additional per pen.



R378 BAEXI. Black Carrara. 3 1/4 x 5 inches. Furnished with special gift case. With LIFETIME Pen \$15.00.

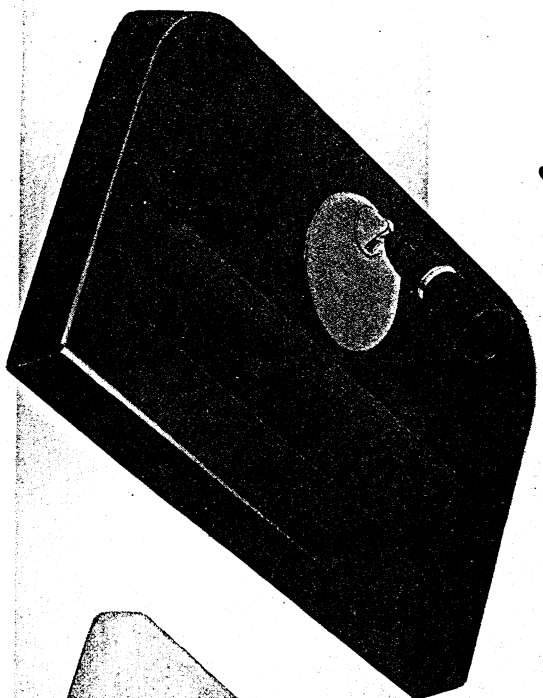


R408 BAGBY. Duo Bronze with gold trim. 3 1/4 x 5 inches. Furnished with special gift case. With LIFETIME Pen \$15.00.

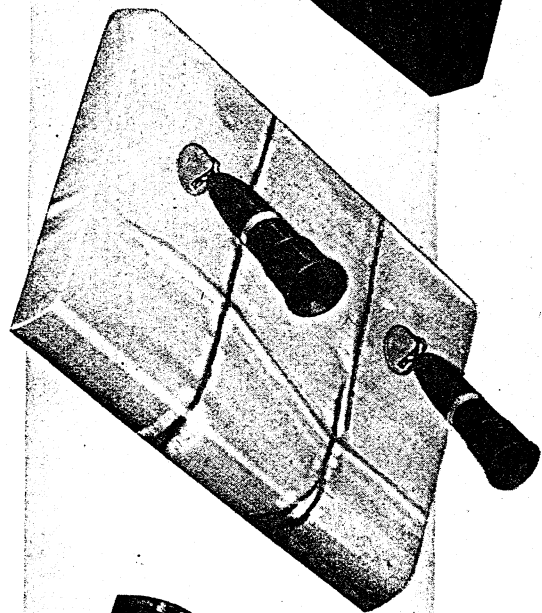


R398 BAGAZ. Green Brazilian Onyx. 3 1/4 x 5 inches. Furnished with special gift case. With LIFETIME Pen \$15.00.

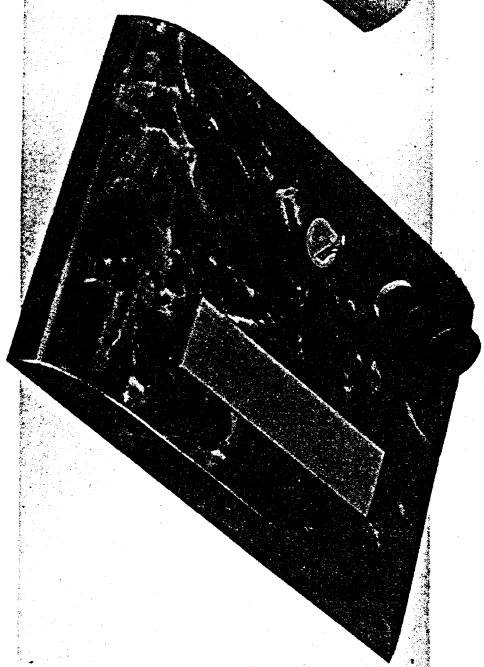
\$20 Lifetime* GIFTS



S388 BAGHU. Black Carrara. 5 1/2 x 9 inches. Gold name plate. With Black LIFETIME Pen \$20.00.



S289 BUFIY. Colored Pedarra Onyx. 4 1/2 x 7 1/2 inches. Gold trim. With two Brown LIFETIME Pens \$20.00. With No. 5 Pens \$16.50. With No. 3 Pens \$12.50.



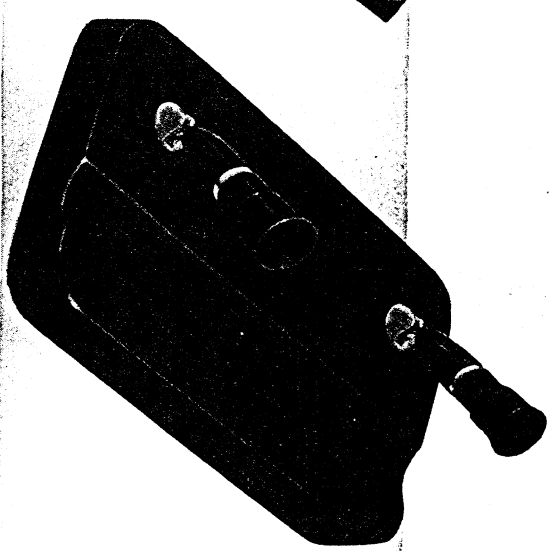
S348 ADEBT. Brown Onyx. 5 x 8 inches. Gold name plate. With Brown LIFETIME Pen \$20.00.



S378 BAGEV. Brown Onyx. 5 x 8 inches. Gold name plate. With Brown LIFETIME Pen \$20.00.



S318 ADDUN. Green Brazilian Onyx. 4 3/4 x 7 3/4 inches. Gold trim. With Black LIFETIME Pen \$20.00.



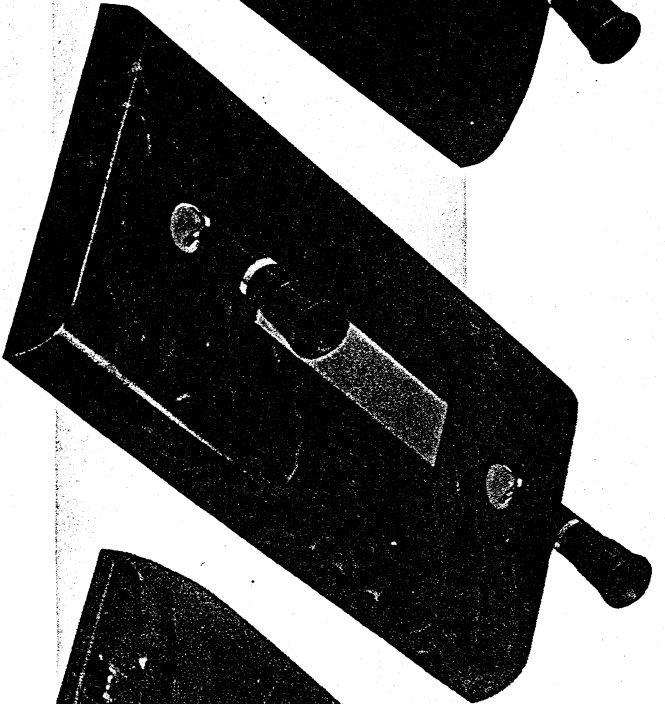
S399 BAGIT. Black Carrara. 4 x 7 1/2 inches. Gold trim. With two Black LIFETIME Pens \$20.00. With No. 5 Pens \$16.50. With No. 3 Pens \$12.50.

*Trade Mark Registered U. S. Patent Office.

PRESENTATION DRY-PROOF DESK SETS



T230 BAGJS. Black Carrara. 5 x 10 inches. Gold name plate. With Black LIFETIME Pen and Desk Pencil \$25.00. With two LIFETIME Pens \$27.00.

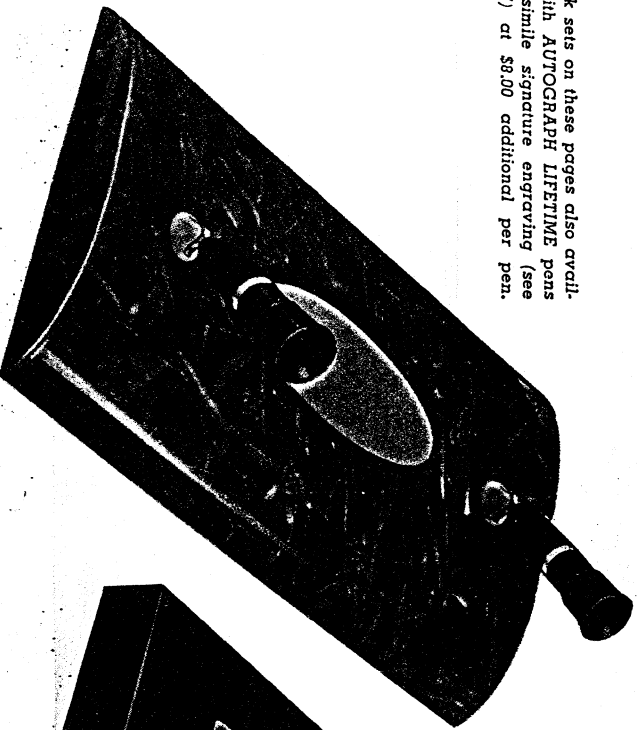


T160 BUGEF. Brown Onyx. 5 x 10 inches. Gold name plate. With Brown LIFETIME Pen and Desk Pencil \$25.00. With two LIFETIME Pens \$27.00.

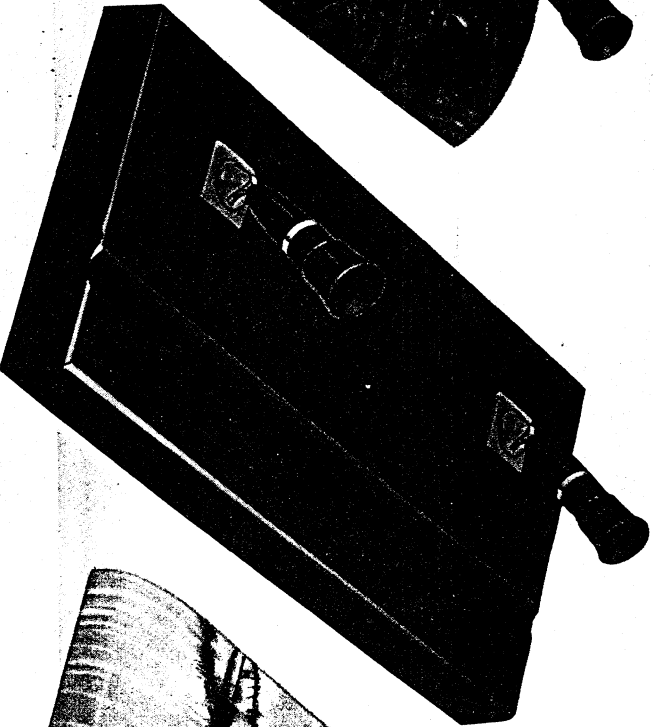


V449 BAGNA. Green Brazilian Onyx. 5 x 10 inches. Eagle motif. Gold trim. With two Black LIFETIME Pens \$30.00. With LIFETIME Pen and Desk Pencil \$28.00.

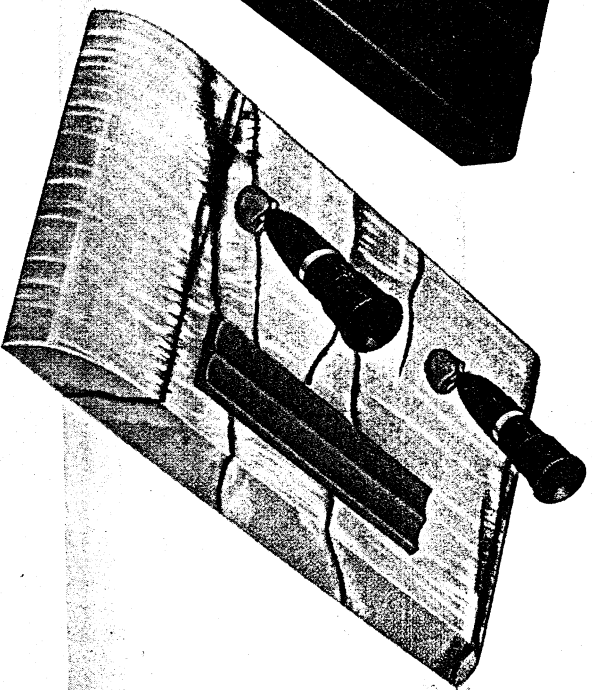
All desk sets on these pages also available with AUTOGRAPH LIFETIME pens for facsimile signature engraving (see page 7) at \$8.00 additional per pen.



V430 BAGJP. Green Brazilian Onyx. 5 x 10 inches. Gold name plate. With Black LIFETIME Pen and Desk Pencil \$25.00. With two LIFETIME Pens \$27.00.

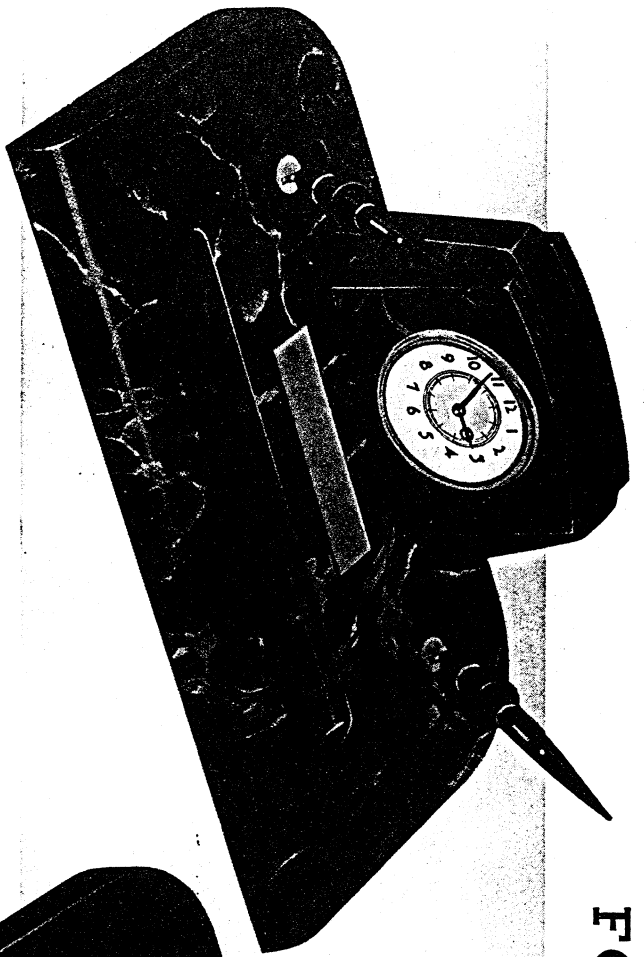


T199 ADEGO. Black Carrara. 5 x 10 inches. Gold trim. With two Black LIFETIME Pens \$25.00.



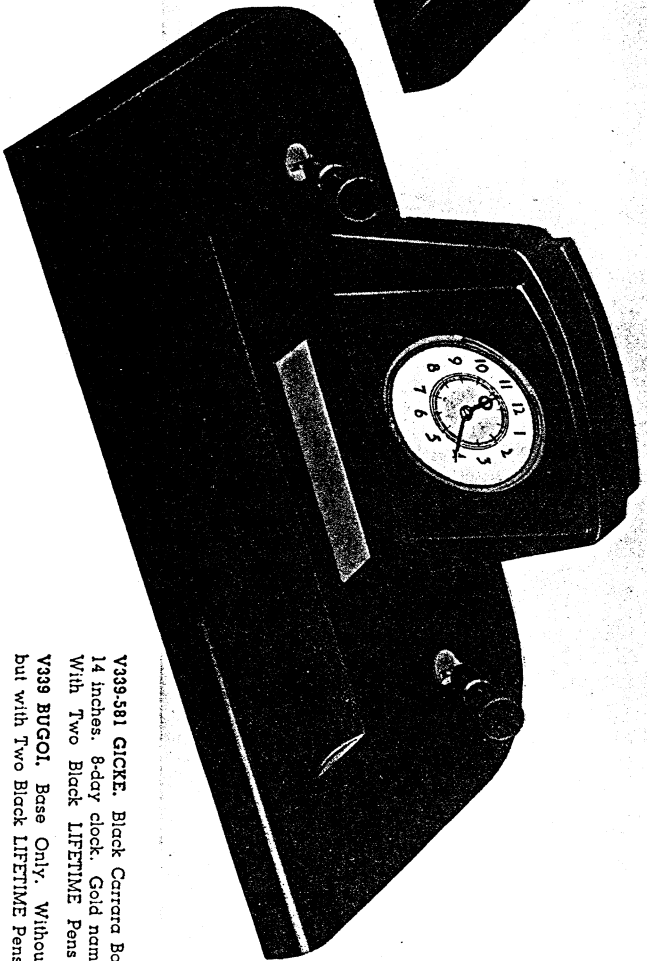
T220 ADEKU. Colored Pedra de Onyx. 4 1/4 x 9 1/4 inches. Gold Pencil Grooves. With Black LIFETIME Pen and Desk Pencil \$25.00.

FOR SPECIAL PRESENTATIONS



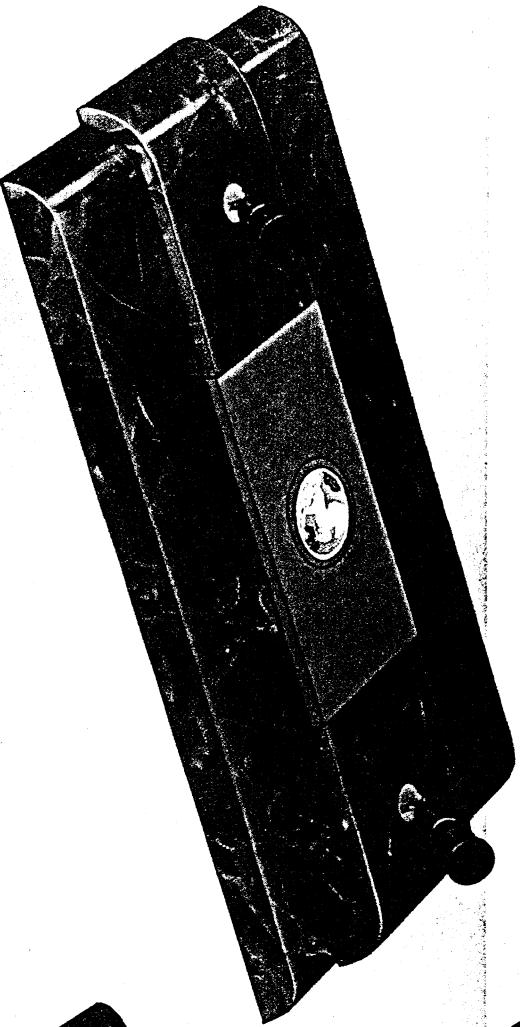
V409-582 RAFFEL. Brown Onyx Base. 8 x 14 inches. 8-day clock. Gold name plate. With Two Brown LIFETIME Pens \$75.00.

V409 ADEWA. Base Only. Without clock, but with Two Brown LIFETIME Pens \$50.00.

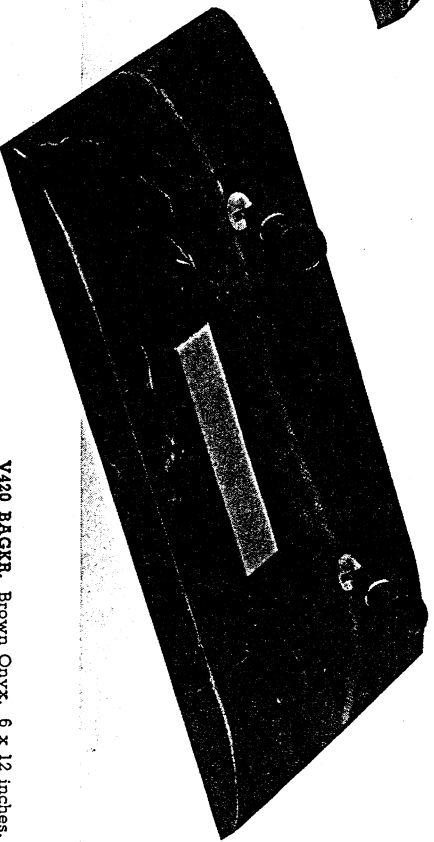


V339-581 GICKE. Black Carrara Base. 8 x 14 inches. 8-day clock. Gold name plate. With Two Black LIFETIME Pens \$80.00.

V339 BUGOI. Base Only. Without clock, but with Two Black LIFETIME Pens \$40.00.



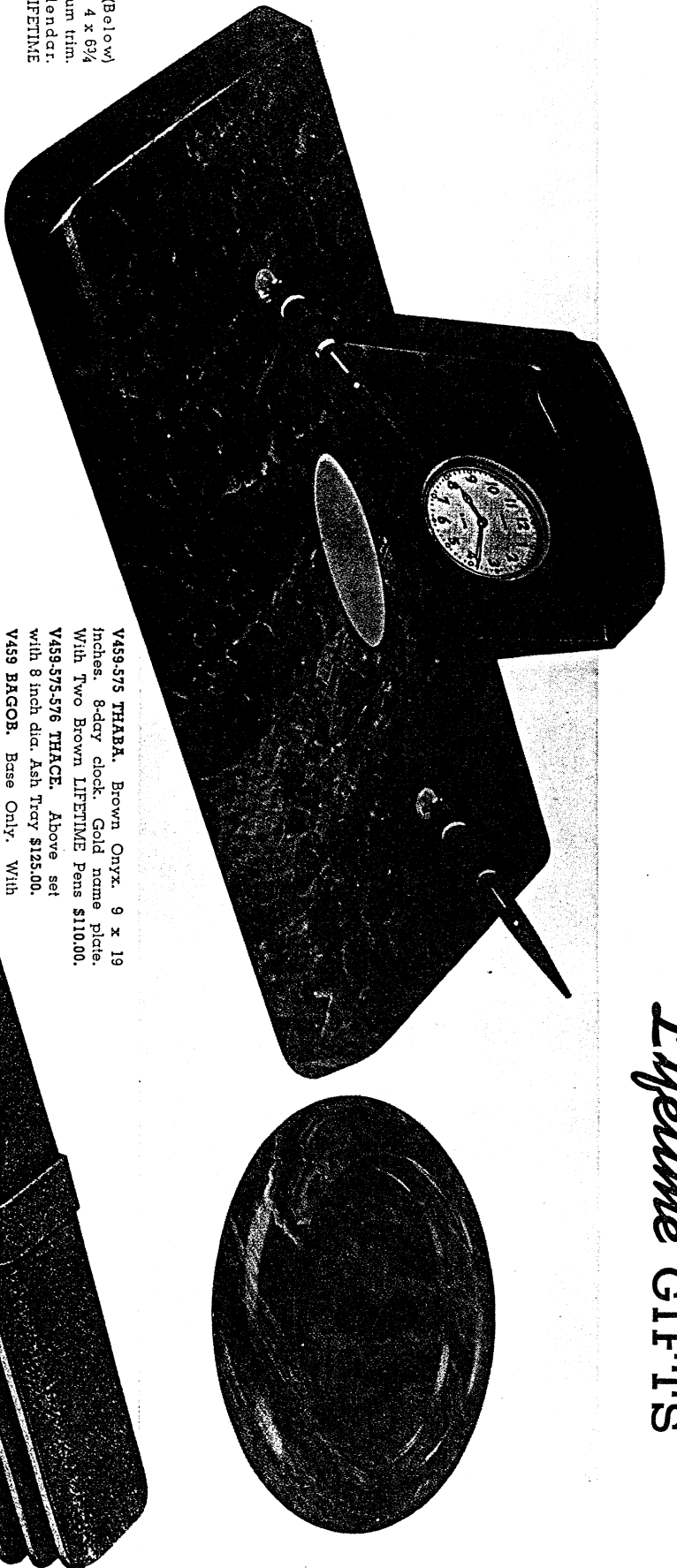
V079 ADEST. Green Brazilian Onyx. 7 1/2 x 15 inches. With concealed cigarette box. Natural Bronze finish with Horse Medallion. With Two Black LIFETIME Pens \$75.00.



V420 BAGRR. Brown Onyx. 6 x 12 inches. Gold name plate. With Brown LIFETIME Pen and Desk Pencil \$35.00. With two LIFETIME Pens \$37.00.

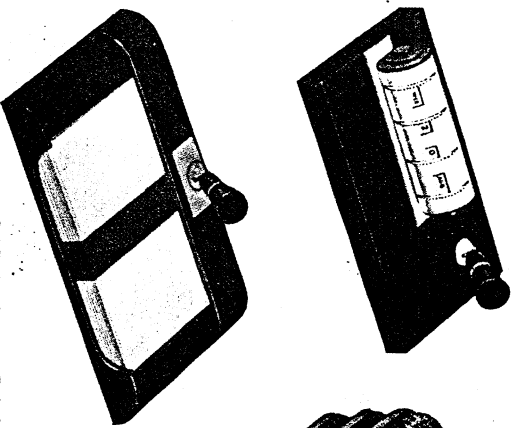
The bases and lamps on these pages are also available with AUTOGRAPH LIFETIME pens for facsimile signature engraving (see page 7) at \$8.00 extra per pen.

Lifetime* GIFTS

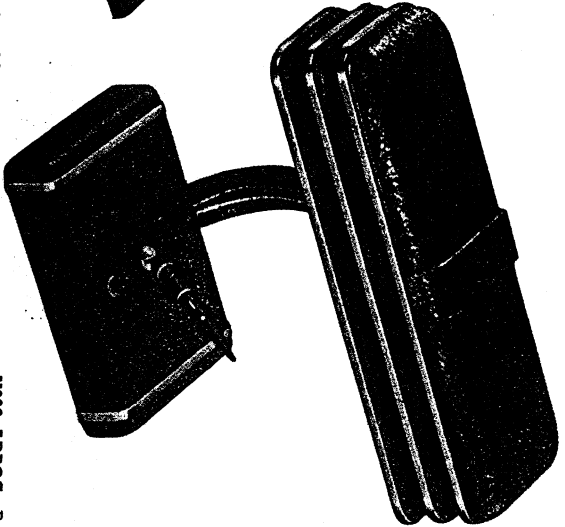


R388 BAEZO. (Below)
Black Carrara. 4 x 8 3/4
inches. Chromium trim.
Perpetual Calendar.
With Black LIFETIME
Pen \$15.00.

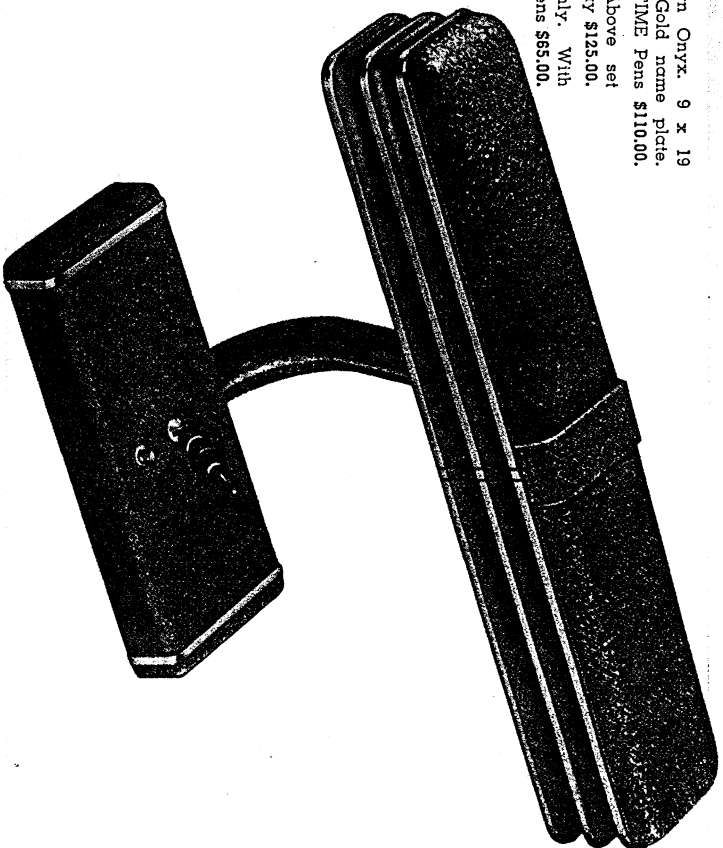
V459-575 THABA. Brown Onyx. 9 x 19
inches. 8-day clock. Gold name plate.
With Two Brown LIFETIME Pens \$110.00.
V459-575-576 THACE. Above set
with 8 inch dia. Ash Tray \$125.00.
V459 BAGOB. Base Only. With
Two Brown LIFETIME Pens \$85.00.



F503 BACTD. Brown Bakelite Memo
Pad. Gold trim. 5 1/4 x 8 3/8 inches.
With No. 3 Brown Pen \$5.00. With
LIFETIME Pen \$10.00.



N328 ADBOC. Brown lamp with Bronze
and Gold trim. Height overall 11 inches.
Shade 3 1/2 x 12 inches. With Brown
LIFETIME Pen \$12.50.



S968 ADEDI. Brown Fluorescent lamp
with Bronze and Gold trim. Height
13 1/2 inches. For 110 volt 60 cycle cur-
rent. With Brown LIFETIME Pen \$20.00.

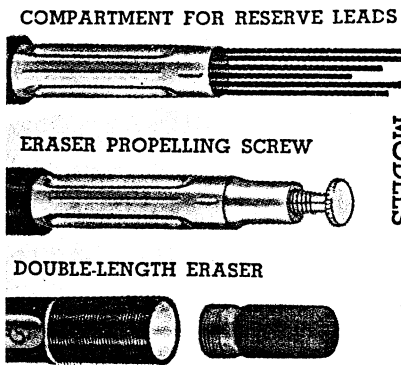
Fineline

"IN WORKING TOGS"—

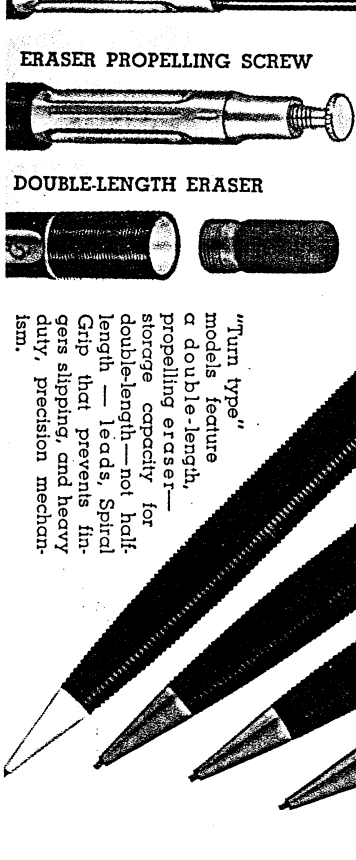
These pencils make splendid gifts. They're the ideal pencil for everyday utility use, yet their construction is quality throughout. They're fine for single gifts where \$1.00 to \$2.50 is the budget limit—especially fine for industrial gifts to customers when lithographed with a firm's trademark. (Write for special quantity prices.) FINELINE is the original pencil with 39% smaller writing point, giving clear carbons, neat shorthand, exact drawings, more legible writing.

\$1 to \$2.50

FEATURES OF THE PROPEL-PEPEL-EXPEL MODELS



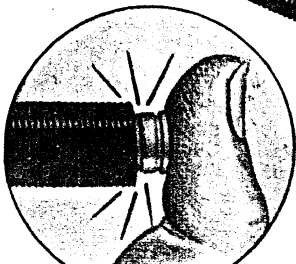
"Turn type" models feature a double-length, propelling eraser—storage capacity for double-length—not half-length—leads. Spiral Grip that prevents fingers slipping, and heavy-duty, precision mechanism.



NOW AVAILABLE IN EITHER "PUSH TYPE" OR "TURN TYPE" MODELS

Symbol	Description
IRTE	Red, White and Blue, "turn type" (not illustrated).....
FILE	Black "turn type" with gold center section and gold cap. Standard chisling.....
KLE	Black "turn type" with hand "turned gold filled metal cap. Standard ribbon chisling.....
RI	Red Clicker "push type".....
IRE	Red "turn type" with white pearl center section.....
RE	Red "turn type" without white pearl center section.....
GI	Green Clicker "push type".....
IGE	Green "turn type" with white pearl center section.....
GE	Green "turn type" without white pearl center section.....
LJ	Black Clicker "push type".....
ILE	Black "turn type" with white pearl center section.....
IE	Black "turn type" without white pearl center section.....
TJ	Blue Clicker "push type".....
IIE	Blue "turn type" with white pearl center section.....
TI	Blue "turn type" without white pearl center section.....
BJ	Brown Clicker "push type".....
IBE	Brown "turn type" with white pearl center section.....
BE	Brown "turn type" without white pearl center section.....
LES	Black "turn type" Gold trim. Stainless steel tip. Especially for drafting.....

Code	List
EWOC	1.85
EKEPI	1.00
EWEXF	1.00
EWUCH	1.00
EKEHA	1.00
EKEHA	1.00
EWUFT	1.00
EKEME	1.00
EWUVS	1.00
EWUVN	1.00
EKERO	1.00
EWIRG	1.00
EWUHL	1.00
EKEST	1.00
EWATZ	1.00
EWUDX	1.00
EWABA	1.00



"Push type" Clicker models have 39% smaller writing point which pulls lead with smooth cylindrical pressure. There is no scarring of lead no dust clogging in mechanism. Feeds more than 7 feet of double length leads, continuously—over twice the capacity of ordinary pencils.

SHEAFFER'S

Leads - Erasers

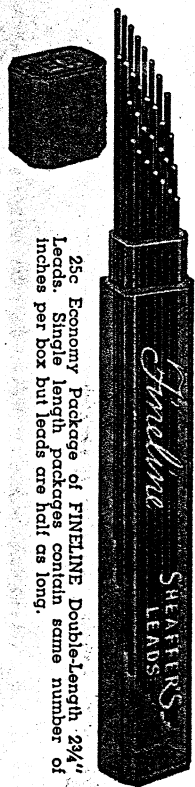
WORLD'S FINEST PENCIL ACCESSORIES

Today it isn't necessary for a merchant to carry an assortment of lead brands. Sheaffer Fineline and 8-Point leads fit all pencils in common use. Fineline is the original thinner lead of .036" diameter which revolutionized pencil writing. It comes in double-length and single length to fit all pencils requiring small diameter leads. The Sheaffer 8-Point lead fits ALL pencils using .046" diameter leads. Both are of unsurpassed quality—strong, smooth, dense in color. People everywhere recognize them as the finest!

FEATURE ONE LINE OF LEADS

There's a virtue in featuring one line of leads. So doing enables the merchant to concentrate his purchases, obtaining the maximum volume discounts. With one line he can carry a complete assortment of ALL grades, ALL sizes, ALL colors, at a fraction of the investment required for doing the same on several lines. Then, since people know there is no finer quality than Sheaffer's, his sales are as great or greater, and the turnover against investment is greater. Following this plan, what he might have regarded simply as an accommodation for his customer, suddenly becomes a profitable portion of his business, with his customer's better served!

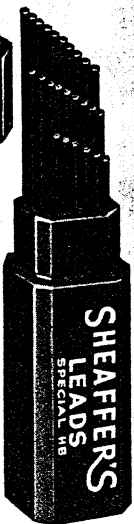
Write for Information on Special Industrial Packages and Quantity Prices. Request Enclosure No. E-58.



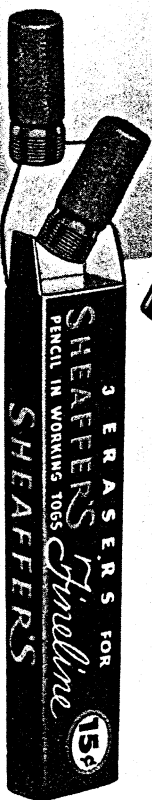
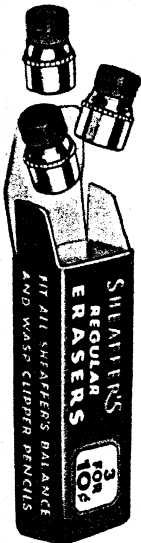
25c Economy Package of FINELINE Double-Length 2 3/4" Leads. Single length packages contain same number of inches per box but leads are half as long.



15c Package of FINELINE Double-Length 2 3/4" Leads. Single length packages contain same number of inches per box but leads are half as long.



15c Package of 8-POINTED Leads for all pencils using .046" diameter refills. Also 25c Economy Package. Standard length 1 3/4". Also available in 4" length in HB.



Erasers are a reminder item. Thousands of pencils now in use have worn-down erasers because people don't think to buy them until they see them displayed. Display erasers and you will pick up many sales you wouldn't otherwise get.

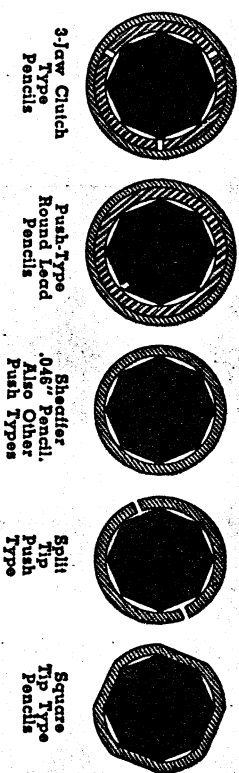
CHART OF LEAD GRADES

FINELINE LEADS are supplied in:
 B—Soft; HB—Medium; F—Firm; H—Medium Hard; 2H—Hard; 3H—Very Hard; 4H—Extra Hard. Also Red, Blue and Indelible.

8-POINTED LEADS: 3B—Extra Soft; 2B—Very Soft; B—Soft; F—Firm; H—Medium Hard; 2H—Hard; 3H—Very Hard; 4H—Extra Hard. Also Red, Blue, Green, and Indelible.

Fineline

A PRECISION LEAD OF GREATER STRENGTH AND SMOOTHNESS
 For many years the regular .046" diameter lead reigned supreme. It was thought this was the thinnest practicable lead. Then Sheaffer introduced FINELINE of .036" diameter, the result of a new process in lead making developed for Sheaffer by the Joseph Dixon Crucible Company. The new process did this: It gave greater strength at the same time that it gave greater smoothness. Thus, the diameter could be made smaller with safety. The new lead made possible the Sheaffer FINELINE pencil and the many imitations of the Sheaffer product now on the market. Regardless of the make pencil your customer has, if it requires an .036" lead, sell him FINELINE, for no imitation lead has the strength and smoothness of the original.



8-POINT (Octagonal Shape) LEADS—FIT ALL REGULAR PENCILS

The diagrams above show the various types of regular pencil tips requiring .046" leads. Note that regardless of the shape of the tip, the Sheaffer 8-POINT lead fits perfectly. The 8-POINT design not only fits all regular pencils but it has these further advantages: It is the sharpest lead of its size because of its shape; it is stronger and smoother because of the formula from which it is made; and it enables you to take care of any customer's requirements regardless of the pencil he carries WITHOUT CARRYING MORE THAN ONE MAKE OF LEADS—SHEAFFER'S.

ERASERS FOR ALL SHEAFFER PENCILS

Erasers in Tubes

R2—For Sheaffer Streamlined Balance Pencils	3 in tube	10c per tube
R6—For Sheaffer Streamlined Balance Pencils	6 in tube	15c per tube
16—For Sheaffer Clicker Fineline Pencils	6 in tube	15c per tube
E3—For All Fineline "Working Togs" "Turn-Type" Pencils	3 in tube	15c per tube
OE—Oversize—for Sheaffer Ball Top Titan Pencils	3 in tube	10c per tube

For every Gift Occasion

SHEAFFER'S Lifetime

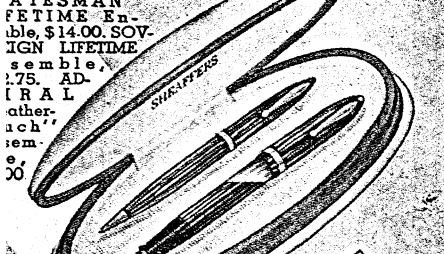
You can't very well express a fine, lasting sentiment with anything less than the finest gift of its kind. So give the gift that says what you mean — give SHEAFFER'S LIFETIME "Feathertouch" — guaranteed for the life of its owner — the finest of its kind! Matched with a new, permanently sharp FINELINE Streamline Balance pencil. For customers, friends, and employees — for sales awards or prizes — for promotions, anniversaries, and retirements, make yours a SHEAFFER gift. Reflect your own good taste and the value you place upon the recipient's appreciation. Costs no more than many a quickly forgotten gift.



→ **ESTIMATE** Ensemble, 14K gold caps, \$19.75. **DY CREST** ESTIMATE Ensemble, 7.75. Colors: Black and Brown.



→ **RESERVOIR** Desk Set. The most practical high-quality dip-type desk set. Holds year's supply of writing fluid. \$7.50 and \$10.00.



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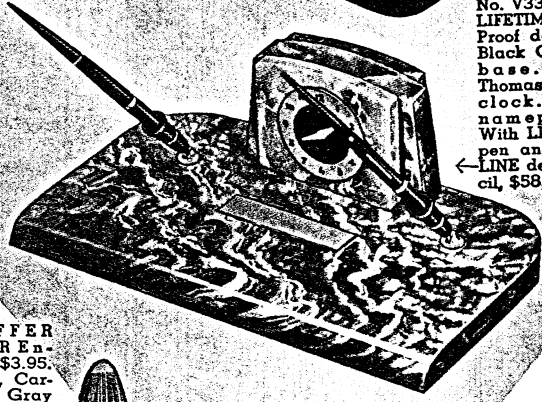


→ **RESERVOIR** Desk Set. The most practical high-quality dip-type desk set. Holds year's supply of writing fluid. \$7.50 and \$10.00.

RESERVOIR Desk Set. The most practical high-quality dip-type desk set. Holds year's supply of writing fluid. \$7.50 and \$10.00.



Ensemble colors, (except where specified): Black, Green, Golden Brown, Gray Pearl, and Carmine. Both one-stroke lever and vacuum-filling models.



No. V339 - 581 LIFETIME Dry-Proof desk set. Black Carrara base. Seth Thomas 8-day clock. Gold nameplate. With LIFETIME pen and FINELINE desk pencil, \$58.00.

SHEAFFER JUNIOR Ensemble, \$3.95. In Black, Carmine, or Gray Pearl. Real Quality at low price.



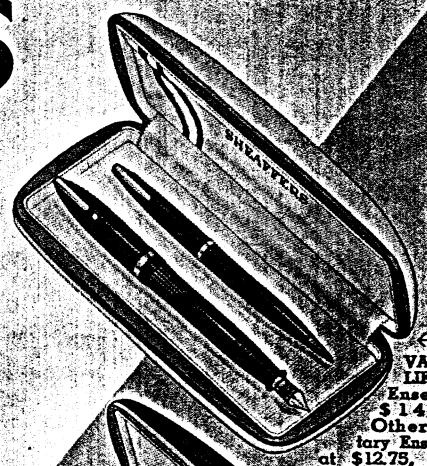
FOR SPECIAL PRESENTATIONS: The MASTERPIECE models and the HONOR pen are the FINEST examples of pen craftsmanship. Special Honor Insignia may be engraved on MASTERPIECE models. Not merely tokens, but fine articles for daily usefulness. Recipient's name and other desired data may be engraved on cap. HONOR MASTERPIECE Ensemble, \$150.00.

The TUCKAWAY pen, illustrated at lower right, is the ideal extra pen. Tucks away into vest pocket, side pocket, or lady's purse. Cap and barrel sections are 14K gold-filled. White Dot LIFETIME — guaranteed to serve for life.

MASTERPIECE Ensemble, \$125.00. **LADY MASTERPIECE** Ensemble, \$100.00. Barrels and caps of genuine 14K gold.

AUTOGRAPH Ensemble. Genuine 14K gold clips, bands, points, and pencil tips. Recipient's signature can be engraved in facsimile on the wide gold band. Ensembles, \$35.00 and \$25.00. Black color only.

TUCKAWAY LIFETIME pen, \$12.00. Meets U. S. Service requirements.



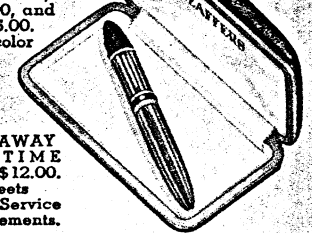
← **VALIANT** LIFETIME Ensemble, \$14.00. Other Military Ensembles at \$12.75, \$9.00, and \$6.00. Special "over-the-top" clips. Meet all U. S. Service requirements.



← **SKYBOY** LIFETIME Ensemble, \$14.00. With "over-the-top" clip. "Write in the air" — write anywhere" with this pen. Colors: Black, Golden Brown, Carmine.



← **CRAFTSMAN** Ensemble, \$5.00. **MISS UNIVERSE** Ensemble, \$5.00. Inexpensive gifts of Sheaffer quality.



ASK FOR CATALOG and QUANTITY PRICES

The First
MECHANICAL
PENCIL

of

Quality
SHEAFFER'S

Fineline

FOR CUSTOMER
GOOD WILL GIFTS

The customer-remembrance gift that is soon worn out or discarded isn't worth giving! The gift you give should reflect the quality of your firm — therefore, quality must be inherent in it.

In selecting a good will gift obtain the greatest good will value for your dollar. Nothing more practical than a high-quality writing instrument can be given. That explains the instant, national success of Sheaffer's FINELINE in lithographed and imprinted styles. Carry your good will message to all your customers on this high quality pencil and remind them *daily for years* of your business and your service.

Everyone will be equally pleased with a FINELINE gift. Uses the new thin, permanently sharp FINE-LINE lead. Your customers will use the FINELINE pencil a long, long time because it has the sturdiest, most precise mechanism.

Inexpensive!

FINELINE quality is known — FINELINE'S quantity price is a pleasant surprise! As the details of lithography and imprinting work necessarily occasion differences in completed prices, we will gladly arrange to furnish you a finished quotation.

WELCOME! LASTING!



SEND US
YOUR
TRADE-MARK

Send us your trade-mark as it appears on your letterhead or literature. We will tell you how it can be exactly reproduced in colors on the FINELINE pencil. Illustrations above show various kinds of imprinting and lithographing.
W. A. Sheaffer Pen Co.,
Fort Madison, Iowa.

SHEAFFER'S

Skip-Grip

MUCILAGE

Made from specially selected gum arabic. Sticks quickly and permanently. No discoloring stains. Pleasant smelling.

Skip-Grip

LIQUID PASTE

Excellent for all paper pasting purposes, bookbinding, and repairs. For home, office, library. Sticks tightly without stain. Requires no water.

Para-Lastik
FOR PASTING PAPER ON OTHER FLEXIBLE MATERIALS

RUBBER CEMENT

Sticks all paper, fabrics, and other light-weight, flexible materials together, to each other, and to hard surfaces, such as glass, metal, wood, plastics, WITHOUT CURLE OR WRINKLE. NON-INFLAMMABLE. NO TOXIC BENZOL.

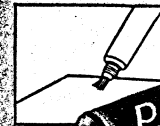
NEW HANDY BRUSH BOTTLE. Spreader brush, riveted to cap prevents evaporation.



No. 37 INTRODUCTORY SIZE, 1-1/3 oz. List per dozen—\$2.00. Retail 15c. Carton—3 dozen. Wt. 12 lbs.
No. 57 DESK SIZE, 4 oz. List per dozen—\$3.25. Retail 25c. Carton—2 doz. Wt. 18 lbs.

15¢-25¢

No. 27 Generous tube with airtight seal, assuring full measure and freshness. 1 3/4 oz. Tube Size: 1 1/2" x 5". List per Dozen \$2.00. Retail 15c. Carton—3 Doz. Wt.: 10 lbs.



No. 47. Ever-Moist Fountain Brush Tube. Large size, PLUS the handiest applicator known. Every office desk should have one. List per Dozen \$3.25. Retail 25c. Tube size: 1 1/8" x 6". Carton—2 Doz. Wt.: 10 1/2 lbs.

INDUSTRIAL AND OFFICE SIZES

Light-proof crockery jug fitted with adjustable brush.

PINT. No. 77. List per Dozen \$12.00. Retail 1.00. Carton—1/2 Doz. Wt.: 16 lbs.

QUART. No. 87. List per Doz. \$18.00. Retail \$1.50. Carton—1/2 Doz. Wt.: 29 lbs.

GALLON. No. 97. List Each \$5.00. Carton—1 Gal. Wt.: 17 lbs.

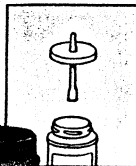


10¢



No. 21. Emerald glass bottle with handy spreader top. List \$15.00 per Gross (in 1 Doz. Cartons.) Retail 10c. 1 1/4 oz. Case—3 Dozen. Wt.: 12 lbs.

10¢



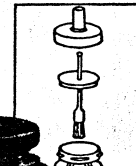
No. 33. New Emerald jar with rubber spreader built into cap. 2 3/4 oz. List per Gross \$15.00. (In 1 Doz. Cartons.) Retail 10c. Case—3 Doz. Wt.: 21 lbs.

25¢



No. 41. Large Emerald glass bottle with handy spreader top. List per Dozen \$3.25. Retail 25c. 3 1/2 oz. Carton—2 Doz. Wt.: 15 lbs.

35¢



No. 63. New desk jar in Emerald glass. Interior brush and shield. Inner wiping ledge keeps rim clean. List per Dozen \$5.25. Retail 35c. 6 oz. Carton—1 Doz. Wt.: 12 1/2 lbs.

INDUSTRIAL AND SCHOOL SIZES

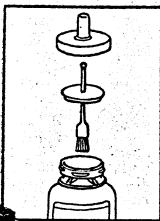
PINT. No. 73. (1/2 Doz. in Case.) List per Dozen \$9.00. Retail 75c. Wt.: 14 1/2 lbs.

QUART. No. 83 (1/2 Doz. in Case.) List per Dozen \$15.00. Retail \$1.25. Wt.: 25 lbs.

GALLON. No. 93. List Each \$4.00. Carton—1 Gal. Wt.: 14 lbs.



35¢



No. 61. New desk jar. Interior brush and shield. List per Dozen \$5.25. Retail 35c. 6 oz. Carton—1 Doz. Wt.: 13 lbs.

INDUSTRIAL AND SCHOOL SIZES

PINT. No. 71. (1/2 Doz. to case.) List per Doz. \$9.00. Retail 75c. Wt.: 14 lbs.

QUART. No. 81. (In 1/2 Doz. cases.) List per Dozen \$15.00. Retail \$1.25. Wt.: 26 1/2 lbs.

GALLON. No. 91. List Each \$4.50. Carton—1 gal.—Wt.: 14 1/2 lbs.



School Paste

Children love to paste. School Paste is MADE for them. Stiff enough to avoid spilling. Soft and smooth for easy spreading. Good white color and pleasing fragrance. PURE VEGETABLE PASTE. Washes off skin, hair or clothes without leaving stain! Can be portioned out in daubs on slips of paper for children's use in groups.

10¢
2 3/4 oz. Wt.: 21 1/2 lbs.



No. 35. Handy Tubes. (3 Doz. per Case in 1 Doz. Cartons.) List per Gross \$15.00. Retail 10c.
No. 25. New jar with red rubber spreader. (3 Doz. in Case.) List per Gross \$15.00. (In 1 Doz. Cartons.) Retail 10c.
PINT. No. 75 (In 1/2 Doz. Cases.) List per Doz. \$7.20. Retail 60c. Wt. 14 1/2 lbs.
QUART. No. 85. (In 1/2 Doz. Cases.) List per Doz. \$12.00. Retail \$1.00.*
GALLON. No. 95. List Each \$3.50. Carton—1 Gal. Wt.: 14 lbs.

*Qt. Carton—1/2 Doz. Wt.: 25 1/2 lbs.

SHEAFFER'S

Skrip

**AMERICA'S MOST
POPULAR WRITING
FLUID**

NEW
"MAGIC SPOT"
CAP and
SKRIP-WELL 25¢



New "Magic Spot" cap shown above has absorbent liner to soak up any excess writing fluid—keeps bottle and cap threads clean.

4-ounce, New Larger SKRIP-WELL. Fill or dip pens without soiling fingers. Uses last drop. Holds twice as much as two-ounce size. Costs only dime more. 4-ounce SKRIP-WELL. List \$3.25 per dozen. Retail 25¢.

15¢



2-ounce, Larger size SKRIP-WELL gives pen just right "drink". This is package that increases your nickel and dime "ink" sales to 15¢. 2-ounce SKRIP-WELL with "Magic Spot" cap. List per dozen—\$2.00. Retail 15¢.

50¢



9 1/2-Ounce SKRIP-WELL. The economical size for family or office use. SKRIP-WELL convenience for filling pens, plus saving of almost one-third in price.

9 1/2-Ounce Skrip-Well. List per Dozen \$6.00. Retail 50¢.

CHEMOPURE

The successor to ink. Dries faster, starts faster, flows more freely, doesn't form sediment. Makes all pens—steel or fountain pens—write better and last longer.

Recommend permanent SKRIP for permanent records—Blue-Black, Royal Blue, Jet Black and Red. Permanent Red is the only sediment-free permanent red in the world today. All ledger entries can now be permanent with SKRIP. Permanent SKRIP writing is PERMANENT "from the moment it is written."

Recommend washable SKRIP for school and home—Blue, Green, Purple, Brown and Black. Washes freely from clothes, rugs, walls and fixtures with ordinary soap and water.

NEW! Safety Skrip

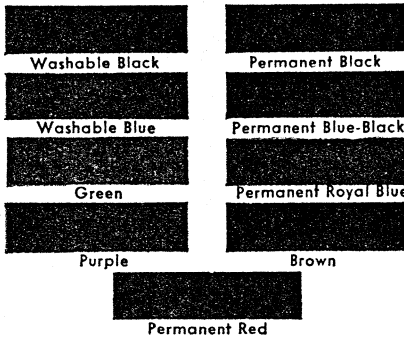


The new, safe, convenient, non-leaking way to carry writing fluid. Transparent plastic container holds generous supply. Belongs in every traveling bag and in every Service Man's kit.

50¢

ALL COLORS

PERMANENT AND WASHABLE COLORS




New GRIP design enables anyone to pour with safety. Special pour-out directs and controls flow. The only improved design in pint and quart sizes on the market today.

PINTS: List per Dozen \$9.00. Retail 75¢.
Red, Green and Purple: List per Dozen \$10.80. Retail 90¢.

QUARTS: List per Dozen \$15.00. Retail \$1.25.
Red, Green and Purple: List per Dozen \$18.00. Retail \$1.50.



FOR INDUSTRIAL SALES

Written records are all-important. Water, not fire, causes most record damage. Permanent SKRIP survives all flood tests. Solicit industrial gallon business with permanency feature; solicit schools with washable feature. List per Gallon \$4.50. Red, Green and Purple \$5.00.

STOCK NUMBERING SYSTEM

Size	P. R. Blue	W. Blue	P. Jet Blk.	W. Blk.	Blue-Blk.	Purple	Green	P. Red	Brown
2 Oz.	52	42	32	62	22	82	72	02	12
4 Oz.	54	44	34	64	24	84	74	04	14
9 1/2 Oz.	59	49	39	69	29	89	79	09	
Pint	516	416	316	616	216	816	716	016	
Quart	532	432	332	632	232	832	732	032	
Gallon	5128	4128	3128	6128	2128	8128	7128	0128	

AMOUNT IN SHIPPING CASE AND WEIGHT

2 Oz.	3 Doz.	16 1/2 Lbs.	Pints	1/2 Doz.	1 1/2 Lbs.
4 Oz.	2 Doz.	17 Lbs.	Quarts	1/2 Doz.	2 1/2 Lbs.
9 1/2 Oz.	1/2 Doz.	7 1/2 Lbs.	Gallons	1	13 Lbs.

WRITE YOUR SKRIP ORDER HERE

Indicate DOZENS wanted in the spaces below. Do not split cases. One size only in each case. Assorted colors in case—5c extra per case. See page No. E-37 for dozen price, weights, and packing.

COLORS	2-OZ. 15c	4-OZ. 25c	9½-OZ. 50c	PINTS 75c	QTS. \$1.25	GALS. \$4.50	SAFETY SKRIP—50c
P. R. BLUE							
W. BLUE							
P. JET BLK.							
W. BLACK							
BLUE-BLACK							
PURPLE				X	XX	XXX	
GREEN				X	XX	XXX	
P. RED				X	XX	XXX	
BROWN							
TOTAL	X—this color 90c each.		XX—this color \$1.50 each.		XXX—this color \$5.00 per gal.		

ORDER YOUR ADHESIVES HERE

See page E-37 for dozen price, weight, and packing. Order by dozens.

	# 21—10c	# 41—25c	# 61—35c	# 71—75c	# 81—\$1.25	# 91—\$4.50
MUCILAGE						
LIQUID PASTE	# 33—10c	# 63—35c		# 73—75c	# 83—\$1.25	# 93—\$4.00
SCHOOL PASTE	# 25—10c	# 35—10c		# 75—60c	# 85—\$1.00	# 95—\$3.50
PARA-LASTIK	# 27—15c	# 47—25c	# 57—25c	# 77—\$1.00	# 87—\$1.50	# 97—\$5.00
	# 37—15c	TOTAL				

MAIL YOUR ORDER TODAY

Name of Store _____

Address _____

City _____ State _____

All prices and discounts quoted are subject to change without notice.

Dealer's Signature _____

Printed in U.S.A.

— SEE OVER —

ORDER LEADS HERE*

*Indicate whether dozens or single tubes wanted.	REGULAR (.046 dia.) Length 1¾"		FINELINE (.036 dia.) Length 2¼"		SHORT FINELINE (.036 dia.) Length 1¾"	
	15c	25c	15c	25c	15c	25c
GRADE						
3B Extra Soft						
2B Very Soft						
B Soft						
HB Med.						
F Firm						
H Hard Med.						
2H Hard						
3H Very Hard						
4H Extra Hard						
Indelible						
Red						
Blue						
Green						
TOTAL						

ORDER ERASERS HERE

For FINELINE Pencils—"In Working Togs"—
Propel, Repel, Expel

Tubes of three—15c Wanted.....Tubes	Doz. Tubes—\$1.80 Wanted.....Doz.
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For FINELINE Pencils—"In Working Togs"—Clicker Model

Tubes of six—15c Wanted.....Tubes	Doz. Tubes—\$1.80 Wanted.....Doz.
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Erasers for Regular "BALANCE" Pencils

Tubes of three—10c Wanted.....Tubes	Doz. Tubes—\$1.20 Wanted.....Doz.
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Tubes of six—15c Wanted.....Tubes	Doz. Tubes—\$1.80 Wanted.....Doz.
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DISCOUNTS

On Skrip and Adhesives

Up to \$30 List.....40%
\$30 to \$40 List.....40-10%
\$40 to \$100 List.....50%
\$100 and over List.....50-5%

Adhesives may be included with Skrip for the \$40 list total to qualify for a 50% discount, but both must be shipped together. SAFETY SKRIP also may be included, but the maximum discount on it is not to exceed 50%. You may deduct freight charges from invoice on order amounting to 100-lbs. or over, or \$20 net or over, to any part of the United States when receipted freight bills accompany remittance. This allowance does not include cartage charges.

On Leads and Erasers

Less than 1 gr.....40%
1 gross to 5 gr.....50%
5 gross or more.....50-10%

8-POINTED, and both regular and short FINELINE leads may be combined to make quantity discount requirements. Erasers when purchased with Sheaffer leads will carry the same discount.

6/41 No. E87

THE WORLD'S FINEST

SHEAFFERS

Give the finest!

When we give, we like to give the finest. Yet fine gifts are frequently too costly. Not so—if your gift is a Sheaffer Lifetime Feathertouch pen—the finest pen the world affords. Its price is less than the finest gift of any other kind, yet the one who receives it instantly recognizes its quality and worth, symbolized by the White Dot. And you, yourself, get the thrill of giving the finest, knowing that it will serve dally as long as he or she lives—a constant reminder of you.